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# FOWLER GENERAL PLAN



## FOWLER GENERAL PLAN

Prepared for  
The City of Fowler

Prepared by  
Consultive Planners, Fresno,  
1111 Fulton Mall, Suite 306  
Fresno, California 93721

and

The [Council of Fresno County Governments]  
2014 Tulare Street, Suite 520  
Fresno, California 93721

November, 1976

[Fowler, City council]  
city pl. Fowler

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The City of Fowler

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BEFORE THE CITY COUNCIL OF THE CITY OF FOWLER  
COUNTY OF FRESNO, STATE OF CALIFORNIARESOLUTION AMENDING THE  
GENERAL PLAN FOR THE CITY OF FOWLER

WHEREAS, the General Plan for City of Fowler was adopted by the Council on October 5, 1965, and

WHEREAS, conditions have substantially changed since the adoption of the General Plan which necessitate major review and revision of that Plan, and

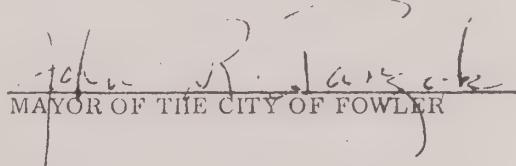
WHEREAS, the City of Fowler has undertaken studies pertinent to the revision of the General Plan which have resulted in the preparation of a Preliminary Fowler General Plan, dated December 19, 1975, and a draft and final environmental impact report for said Plan, and

WHEREAS, the Fowler City Planning Commission on February 19, 1976, after lawful notice and hearing, did by resolution duly adopted, and recommend to this Council that it adopt the Preliminary Fowler General Plan in its entirety as an amendment to the General Plan, and

WHEREAS, thereafter and heretofore this Council duly and regularly fixed this 7th day of December 1976, at the hour of 8:00 p.m., as the time for continued public hearing on the proposed amendment to the Fowler General Plan, and it appearing that the City Clerk hereof has duly and regularly given notice thereof in the manner required by law, and the Council having heard evidence and having fully considered the same,

NOW, THEREFORE BE IT RESOLVED that the proposed amendment to the Fowler General Plan, including the maps and the objectives and policies for the Urban Land Use Element, Urban Circulation and Transportation Element, Urban Housing Element, Environmental Resources Management Element, and Public Facilities Element as included within the Preliminary Fowler General Plan, as approved and recommended and certified to this Council by resolution of the Fowler Planning Commission, is hereby approved and adopted as the Fowler General Plan, as amended.

I hereby approve the foregoing Resolution this 7th day of  
DECEMBER, 1976.

  
John R. Panzak  
MAYOR OF THE CITY OF FOWLER

ATTEST:

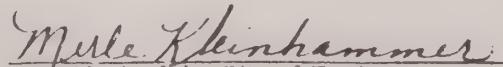
  
Merle Kleinhammer  
City Clerk of the City of Fowler

I, MERLE KLEINHAMMER, City Clerk of the City of Fowler, do hereby certify that the foregoing Resolution was adopted at a regular meeting of the City Council of the City of Fowler, on the motion of Councilman Tikijian and seconded by Councilman Nagata on the 7th day of December, 1976 by the following vote, to wit:

AYES, COUNCILMEN: Mayor Panzak, Councilmen Bäumback, Nagata and Tikijian

NAYS, COUNCILMEN: Brandon

ABSENT, COUNCILMEN: None

  
Merle Kleinhammer  
City Clerk of the City of Fowler



100

## INTRODUCTION TO THE GENERAL PLAN



## 101 PURPOSE AND SCOPE OF THE GENERAL PLAN

This general plan is the official, adopted policy statement for the City of Fowler regarding the future character and quality of urban and rural development within the planning area. The plan is based upon the concept that Fowler would like to remain a town in which residents can have a sense of identity with and enjoy the community's physical, social and economic assets, and can participate in and influence decisions concerning community growth and development. The objectives and policies embodied in this plan are designed to enhance Fowler's existing urban environment. Further, they are designed to encourage new urban growth and development, providing that it will have minimal adverse impacts upon the environment, will enhance the long- and short-term stability of the local economy, and will be within the capability of the city and other service entities to provide necessary urban services.

The objectives and policies of the Fowler General Plan are designed to provide guidance for development within the planning area through the year 1995, with some of the objectives and policies designed to have short range, immediate impacts upon development and others designed for longer range implementation and achievement. The dynamic character of the objectives and policies is reflected in the use of two general plan maps demonstrating intermediate and long range stages of development within the planning area. (See Exhibits 11 and 12)

The Fowler General Plan is comprehensive in scope. The five major elements of the plan--Land Use, Circulation, Housing, Environmental Resources Management, and Public Facilities--are all required or optional under state law and govern the major facets of the physical environment in the planning area. The Environmental Resources Management Element represents the integration of seven state mandated or optional general plan elements--Open Space, Conservation, Recreation, Scenic Highways, Noise, Seismic Safety and Safety--into one comprehensive, environmentally related element.

Cities and counties within California have been required to adopt general plans since 1955. More recently, the state has adopted legislation that requires the development oriented actions of cities and counties to be consistent with the objectives and policies established in their general plans. This additional significance is the result of state laws which require zoning ordinances, subdivisions of land, and public facility improvements to be consistent with adopted general plans. The Fowler General Plan is designed with these requirements in mind. The objectives, standards, and policies of the plan are stated as concisely as practicable, expressing the

intent of the city in a manner that will provide elected and appointed decision makers and the public at large with clear guidance on whether a public or private development proposal is consistent with the general plan.

This is neither the first nor last general plan for Fowler. Planning is a continuous process that requires periodic re-evaluation and revision to reflect new opportunities, conditions, and attitudes of the community. To be effective, the plan must be reviewed on a regular basis and revised as necessary to maintain its validity. Unless unanticipated changes occur, however, it is expected that the basic objectives and policies for development will not require major alterations.

The Fowler General Plan is divided into four sections. Section 100, this introduction, explains the purpose and scope of the general plan and its significance. The boundaries of the planning areas utilized for this plan and the reasons for choosing these boundaries are also enumerated in this introduction. Section 200 analyzes historical and projected future conditions within the planning area, including the general physical characteristics of the planning area, a brief history of city development, current population size and composition, projections of population growth, and the economy of Fowler. The five plan elements are presented in Section 300. Within each element, there is a statement of purpose and scope, of existing and assumed future conditions, of standards and definitions, and of objectives and policies. Section 400 is the final section of the General Plan and contains the long and intermediate range general plan maps and general plan administration policies. The general plan maps graphically present the objectives and policies of the plan; the general plan administration policies establish procedures the city will utilize for determining whether development proposals are consistent with the general plan and for amending the general plan.

## 102 PLANNING AREAS

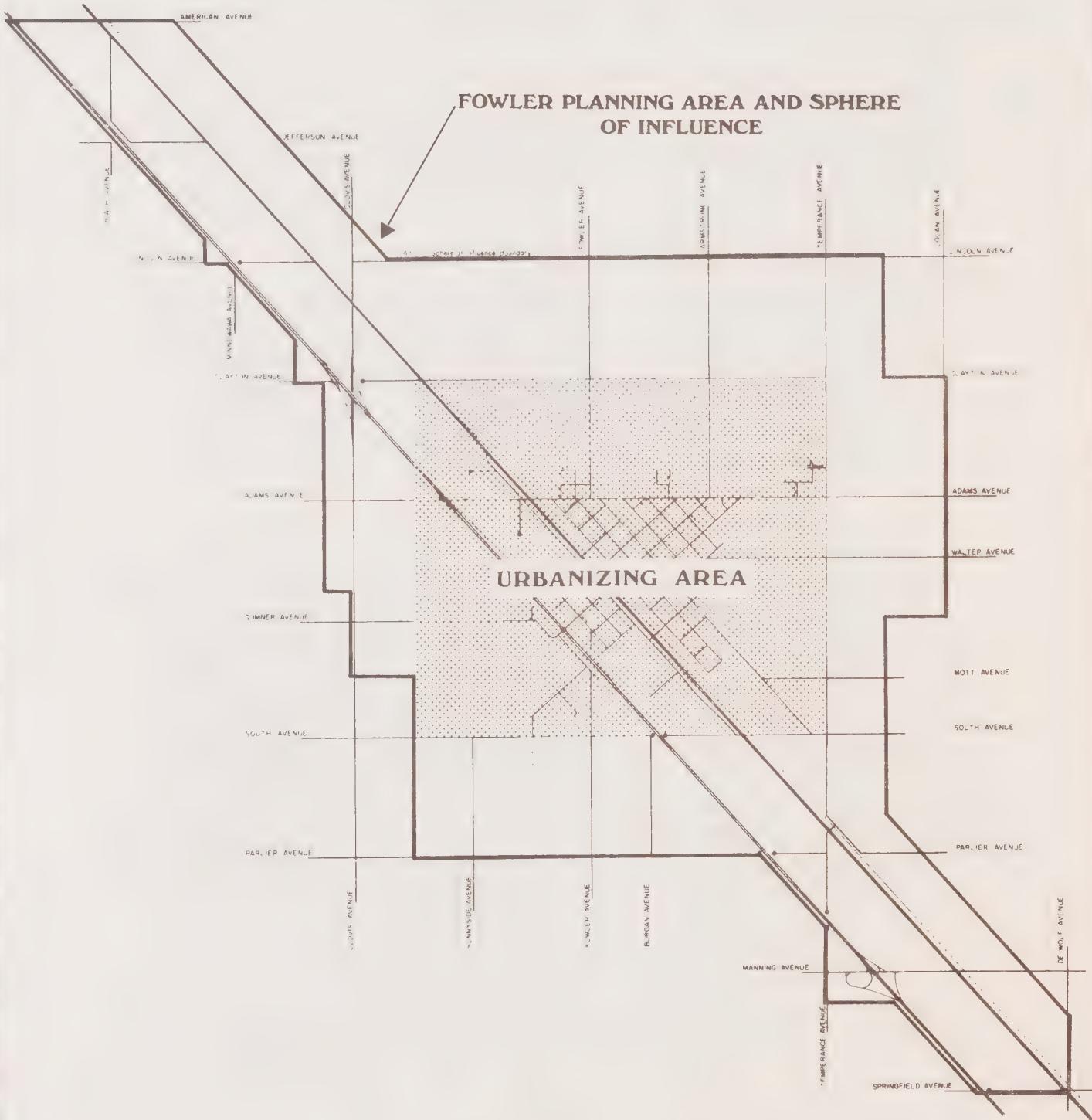
Two planning areas have been defined for the purposes of this general plan.

### 102-01: THE FOWLER URBANIZING AREA

The Fowler Urbanizing Area, consisting of 1,673 acres or 2.6 square miles, contains the bulk of the land in urban use within the planning area, including the City of Fowler, and the immediately surrounding land that is planned for urban development during the 20 year time period of this plan. The objectives and policies of this plan are primarily directed toward development within the urbanizing area. The boundaries of the urbanizing area are shown on Exhibit 1.

### 102-02: THE FOWLER PLANNING AREA

The Fowler Planning Area, also shown on Exhibit 1, contains approximately 4,886 acres or 7.64 square miles, including the urbanizing area. The boundaries of the planning area are the same as the "Ultimate Sphere of Influence Boundaries" adopted by the Fresno County Local Agency Formation Commission (LAFCO) and the City of Fowler in 1975. These boundaries identify the maximum possible service area of Fowler for the next 20 years based upon present and potential service capabilities of the city. Fresno County has primary jurisdiction over development on unincorporated land within the planning area. The city, however, has a major interest in and responsibility for coordinating with Fresno County to plan for land and community services development on the unincorporated land within its sphere of influence and planning area boundaries.



**FOWLER PLANNING AREA AND SPHERE OF INFLUENCE**

EXHIBIT-1

200

GENERAL ENVIRONMENTAL,  
DEMOGRAPHIC, AND ECONOMIC  
CONDITIONS



201    LOCATION AND GENERAL PHYSICAL CONDITIONS

Fowler is located at about the geographical center of Fresno County, nine miles south of the Fresno-Clovis Metropolitan Area along Freeway 99, and approximately halfway between San Francisco and Los Angeles.

The planning area is predominantly rural in character, with about 91 percent of the land in agricultural uses or vacant and 9 percent of the land, located mainly within the City of Fowler, in urban uses. The terrain in the planning area is relatively flat and without significant landforms. The land generally slopes from northeast to southwest, declining at a rate of 5 feet per mile. The average elevation of the planning area is 300 feet above mean sea level.

The planning area has a Mediterranean climate, characterized by hot, dry summers and mild winters with relatively low levels of precipitation and occasional pronounced fog. Average high temperatures range from 98° in the summer to 55° in the winter; average annual rainfall is 10.27 inches.

The origins of Fowler can be traced to 1872, with the opening of a railroad switch yard at what is now Fowler. The then Central Pacific Railroad was in the process of expanding southeast of Fresno, and a prominent State Senator, Thomas Fowler, used his influence to build a siding to his and other ranches for the purpose of shipping cattle. A post office was soon built at the Fowler switch, marking the beginning of community growth and development.

The area around Fowler was used primarily for grazing until the introduction of irrigation in the 1880's. With a steady supply of water, wheat farming was introduced and became a major crop. A short time later, grape growing and raisin processing were introduced. In 1889 the Fowler Fruit and Raisin Packing Company was built, establishing Fowler as a major raisin and dried fruit processing center, a distinction still held today.

## 203 EXISTING AND PROJECTED POPULATION CHARACTERISTICS

An understanding of past, current, and potential future population size and composition is an important prerequisite to the development of a general plan. An analysis of historic trends serves as a tool for projecting population growth which, in turn, is used to determine future demand for various land uses, housing, circulation and transportation systems, and public facilities. The ethnic, age and sex composition of the population within the planning area must be known if the objectives and policies of the plan are to accurately reflect the needs and values of all residents of the community. The size and composition of Fowler's population can be summarized as follows:<sup>1</sup>

### 203-01: EXISTING POPULATION

#### 1.00 Population Size

In 1974 the population of the City of Fowler was 2,245; the approximate population of the planning area was 2,700.

#### 2.00 Family Composition

There was an average of 3.1 persons per family within Fowler in 1974. This compares with a higher average of 3.5 persons per family in 1960 and reflects the general reduction in the birth rate that has been occurring nation-wide since the early 1960's.

#### 3.00 Sex Composition

Forty-nine percent of the city's population in 1974 were males; 51 percent were females.

#### 4.00 Age Composition

Exhibit 2 illustrates the age distribution of the city's population for 1960, 1970, and 1974.

From 1960 to 1974, the 19 and under age group registered a 7.6% decline. During the same period the 20-54 and 55 and older age groups showed increases of 4.5 percent and 3.1 percent, respectively. These percentage changes in age composition indicate that the number of older people within the city is increasing, while the number of children is decreasing.

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<sup>1</sup>Source: 1974 Special Census of Population conducted by the Fresno County Planning Department.

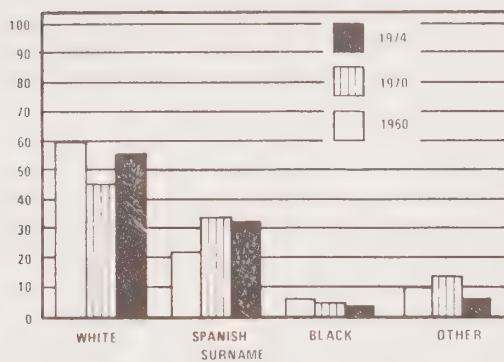
## 5.00 Ethnic Composition

Exhibit 2 also illustrates the ethnic composition of the city for 1960, 1970 and 1974. There has been a significant increase in the Spanish surnamed population within the city between 1960 and 1974, from 23.1 percent to 33.4 percent, while during the same 14 year period the white population has declined from about 60 to 55 percent of the total population and the black population has declined from 6.8 to 3.6 percent. Other groups included in the population (American Indians, Orientals) have also declined within the city, from about 10 to 5 percent to the total population.

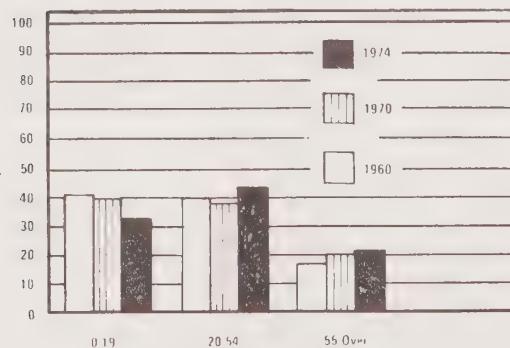
### Exhibit 2

#### AGE DISTRIBUTION AND ETHNIC COMPOSITION OF THE POPULATION OF THE CITY OF FOWLER, 1974

##### ETHNIC COMPOSITION



##### AGE DISTRIBUTION OF POPULATION

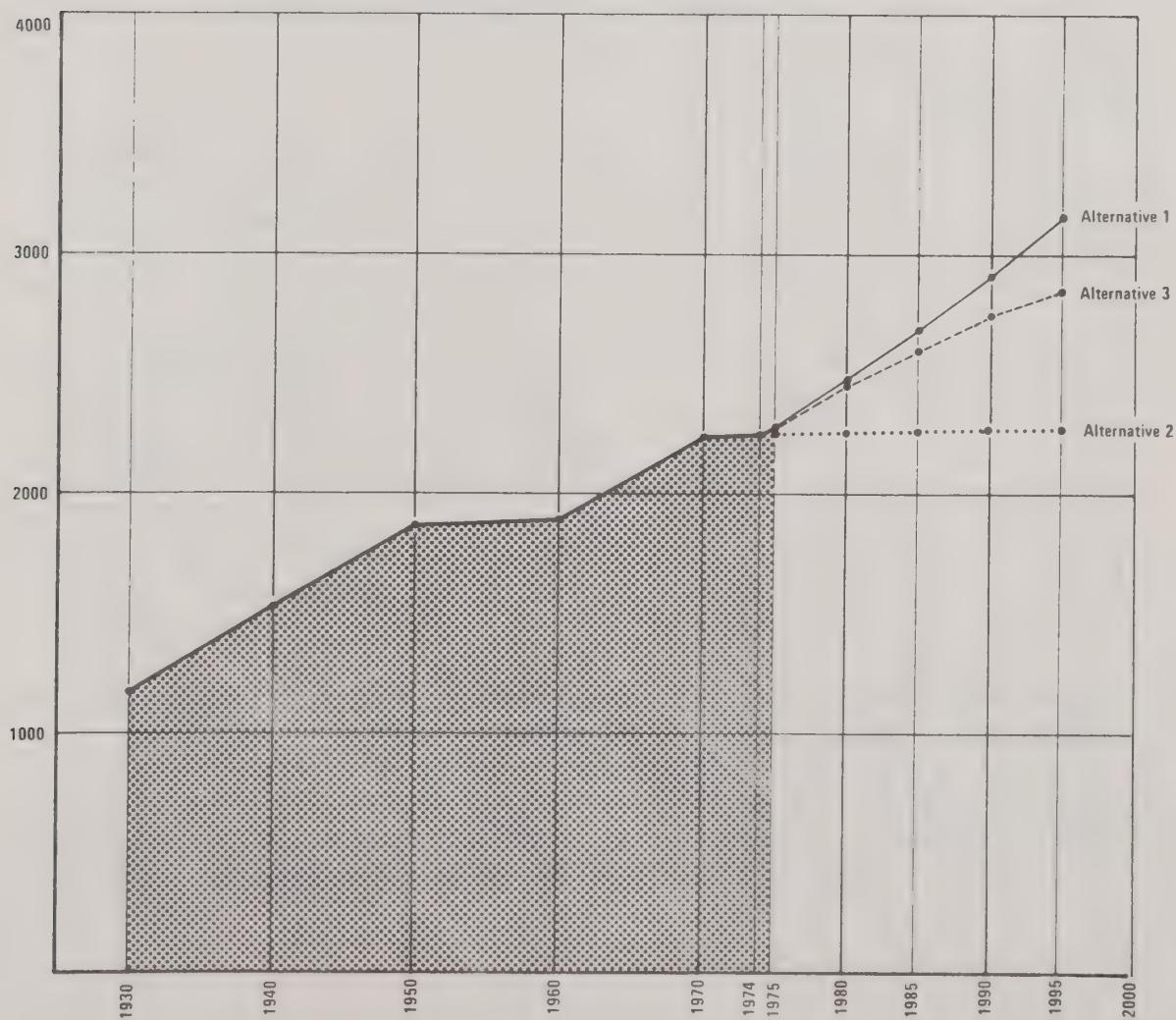


## 203-02: POPULATION PROJECTIONS

Exhibit 3 depicts historical population growth and three alternative projections of future population growth for the City of Fowler. The three alternative population projections are based upon different assumptions regarding the relationship of future population growth to historical population growth within the city.

Exhibit 3

### HISTORICAL & FUTURE POPULATION GROWTH, 1930-1995



The first alternative, the high projection, assumes a continuance of the average annual growth rate that Fowler has experienced since 1930, 1.64 percent, and projects a population of 3,160 by 1995. The second alternative, the low projection, assumes an average annual growth rate equal to that experienced since 1970, .0675 percent annually, and projects a population of 2,300 by 1995. The third alternative, the middle projection, was developed by the Fresno County Planning Department and takes into account variations in the actual rate of population growth. The middle projection, which projects a population of 2,695 within the city by 1985 and 3,085 by 1995, is used as a general guideline for planning purposes in this general plan.

## 204-01: COMMUNITY ECONOMIC BASE

Fowler serves primarily as an agricultural service center for surrounding farm land. The major industries in the planning area are processing and packing plants for surrounding vineyards and orchards and manufacturing plants for farm machinery and related products such as irrigation pipe.

## 204-02: EMPLOYMENT

1.00 Employment Categories

Table 1 illustrates the percentage of persons employed in various job categories within Fowler and throughout Fresno County as determined by the 1974 Special Census.

TABLE 1  
INDUSTRY IN WHICH  
PRINCIPAL WAGE EARNER IS EMPLOYED

	<u>Fowler</u>	<u>Fresno County</u>
No Response	15%	11%
Agriculture, Forestry, Fisheries	11%	10%
Mining & Construction	2%	4%
Manufacturing	7%	7%
Transportation, Communication, & other Public Utilities	4%	5%
Wholesaling & Retail Trade	4%	9%
Finance, Insurance, & Real Estate	2%	3%
Services, Personal, Repair, Business, Entertainment, Recreation, Professional related	18%	16%
Public Administration	5%	8%
Retired, Unemployed, not in Labor Market	31%	27%

The major employers are businesses providing commercial services. This category employs 18 percent of the labor force. The second largest category of employment is agriculture, employing 11 percent of the labor force. The seasonal nature of agriculture causes fluctuations in the number of people employed in this category, with peak employment during the harvesting season in the summer months.

## 2.00 Location of Employment

Approximately 44 percent of the persons living in Fowler work outside of the city limits, with 34 percent of the residents working in the Fresno-Clovis Metropolitan Area.

### 204-03: RETAIL SALES

Retail sales in Fowler since 1970 have grown at a rate equal to that of Fresno County. In 1970, taxable retail sales for Fowler were \$1,933,000. In 1974, the figure was \$3,610,000, representing an 87 percent increase in four years, the exact same percentage increase experienced by Fresno County during the four year period.

In 1974, Fowler ranked 13th out of the 15 cities in Fresno County in total retail sales. When comparing per capita sales with cities of comparable size such as Huron, Parlier, and San Joaquin--Fowler ranks first with \$2,370 per capita. The growth rate in per capita retail sales between 1972 and 1975 in Fowler was equal to or greater than that of comparable cities in the county and greater than the per capita growth rates for both the City of Fresno and Fresno County.

### 204-04: FAMILY INCOME

In 1970, the median family income in Fowler was \$7,500, in comparison to a median income of \$8,622 for all of Fresno County. Also in 1970, 32 percent of the residents derived their income from either social security or public assistance and/or public welfare. Approximately 19 percent of the families had an income less than the poverty level defined by the U.S. Census. This compares with 14.2 percent of the families in Fresno County.

300

GENERAL PLAN  
ELEMENTS



## 301-01: INTRODUCTION

1.00 Purpose and Scope

The purpose of the urban land use element is to establish objectives, standards and policies for residential, commercial and industrial land uses within the urbanizing portion of the planning area. Rural land uses within the planning area, consisting primarily of agricultural open space lands, are discussed in the Environmental Resources Management Element.

Development of the urban land use element is based upon an identification of the locations, relationship, extent and problems associated with existing land use, projections of amounts of land required for urban expansion and a synthesis of community needs and values. The Land Use Element, along with the Circulation Element, establishes a basic framework for the other elements of the general plan and sets forth the basic development standards and the desired future physical form of the community.

2.00 Existing Conditions

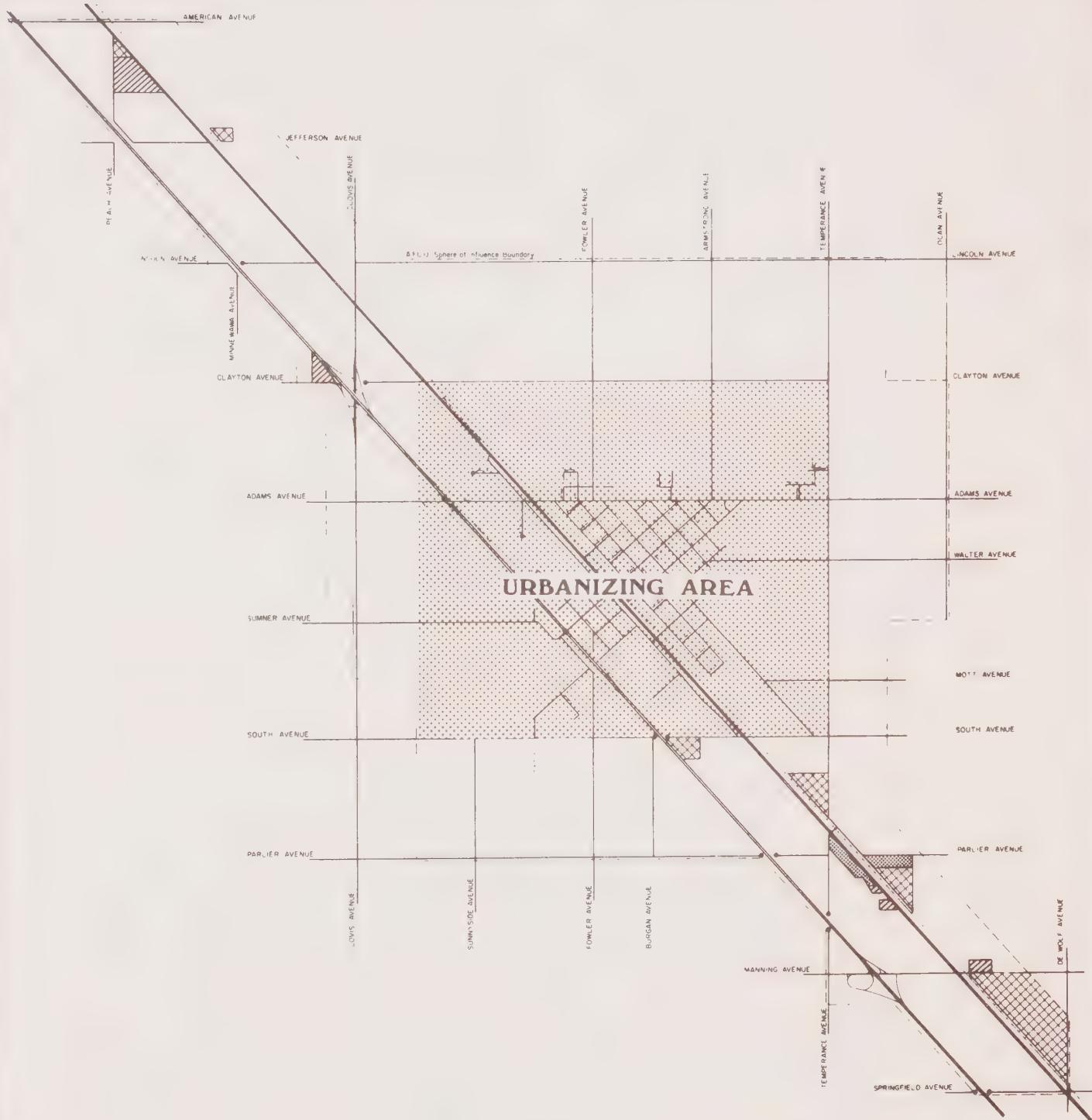
2.01 The locations of urban land uses within the planning area and the urbanizing area are illustrated on Exhibits 4 and 5, respectively. All urban land uses within the planning area are located within the corporate limits of the City of Fowler, with the exception of several commercial and industrial uses located within the Southern Pacific Railroad-Freeway 99 transportation corridor. The composition of the existing land uses within the city is indicated by Table 2.

Table 2

## COMPOSITION OF LAND USE IN THE CITY OF FOWLER, 1975

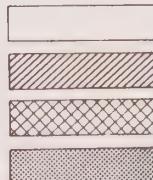
Land Use Classification	Acreage		Percent of Developed Land, Excluding Streets	Percent of Total Land
	Subtotals	Totals		
Residential Single Family Multi-Family	114.0 18.0	132.0	50.2%	18.3%
Commercial	-	26.0	10.0%	3.6%
Industrial	-	10.5	4.0%	1.5%
Public Schools Hospital Park Streets Other	49.0 5 2.5 187.5 42.0	281.5	35.8%	38.9%
Agriculture	-	156.0	-	21.6%
Vacant	-	116.0	-	16.1%
<b>TOTALS</b>	<b>-</b>	<b>722.0</b>	<b>100.0%</b>	<b>100.0%</b>

Source: 1974 Fresno County Planning Department Land Use Surveys, updated to 1975 by aerial photography and on-site surveys.



## EXISTING LAND USE FOWLER PLANNING AREA

## **EXHIBIT-4**

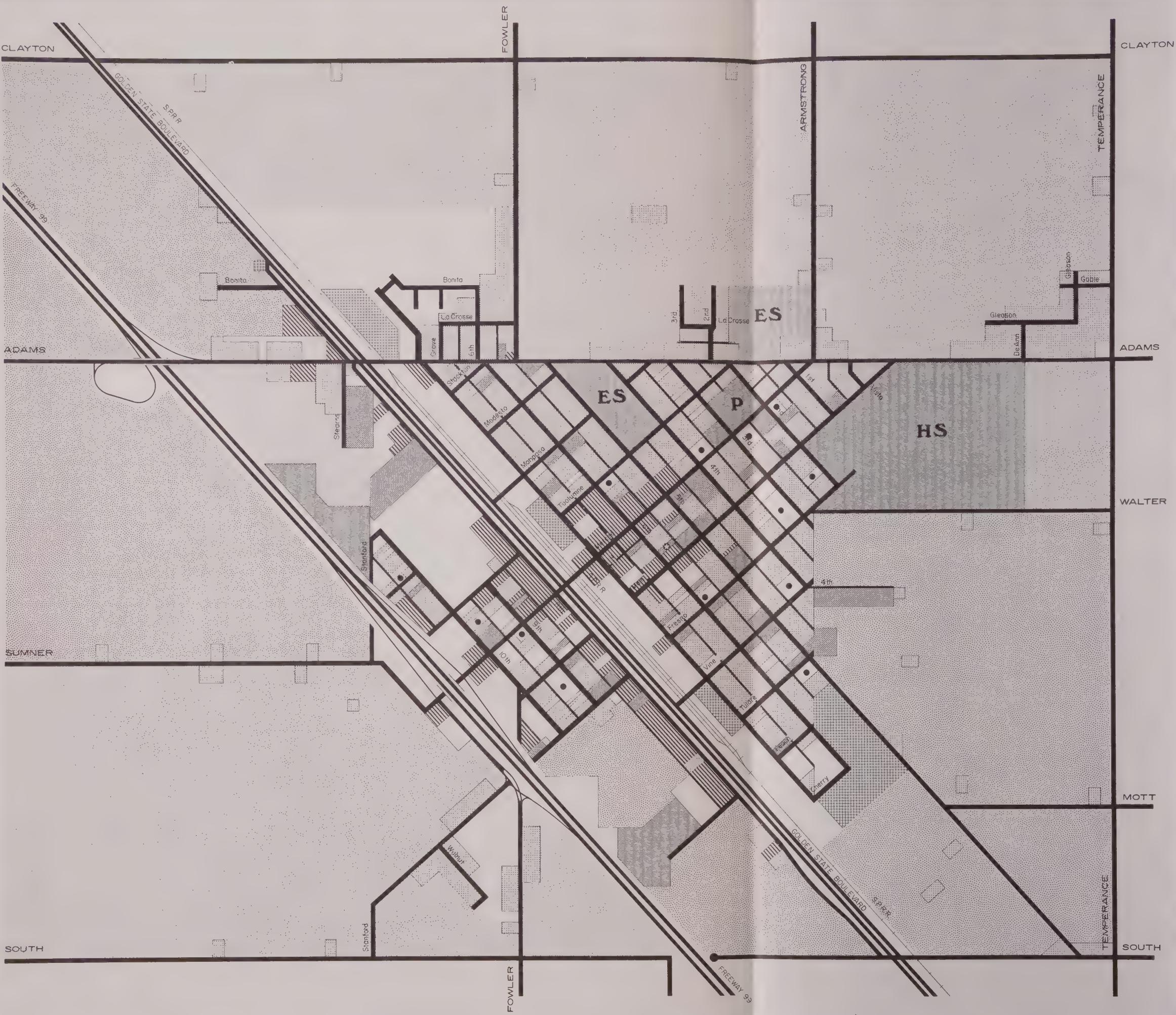


## Agricultural

## Commercial

## Industrial

## Residential



# FOWLER

## GENERAL PLAN

### URBANIZING AREA

#### EXISTING LAND USE

- Agriculture
- Commercial
- Industrial
- Public/Quasi-Public
- School
- Park
- City Hall
- Other
- Church
- Residential
- Single-Family
- Multi-Family
- Vacant



2.02 Thirty-eight percent or a total of 272 acres of land within the existing city limits are vacant or in agricultural use. This is enough land to accommodate most of the expansion of residential, commercial and industrial land uses that would occur within the city through 1995 assuming a continuance of historical rates of development for these land uses.

2.03 Most of the older residential neighborhoods within the central part of the city are attractive, well maintained and are characterized by a mixture of single and multiple family housing units. Newer residential development is predominantly located on the northern and southwest edges of the city, within scattered single family residential subdivisions.

2.04 Within the central business area, there is a limited amount of vacant land available for retail commercial expansion and most of the existing commercial structures are in need of physical improvement, ranging from minor face lifting to major rehabilitation.

2.05 Service commercial development, which is located primarily at scattered sites along 7th Street, has suffered dramatically from the construction of Freeway 99. A number of commercial structures along the street are vacant and most are in need of physical improvement.

2.06 There are three major industrial uses within the urbanizing area, all are within the city, all are agriculturally related and two are located in proximity to residential uses.

### 3.00 Assumptions Concerning Future Land Use Conditions

3.01 Residential development will have to be attracted to Fowler in order for the city to grow. Past rates of population growth and land development have not been sufficient to create the momentum or interest that is necessary to sustain continued development within the city. Further, the city's businesses will benefit little from the location of industrial or commercial enterprises nearby unless housing is also available within the city for employees of the enterprises.

3.02 In order to facilitate residential development in Fowler, adequate land must be designated on the general plan at appropriate locations to provide choice in the areas available for residential development. The total amount of land provided for new urban residential development on the long range general plan map, 259 acres, would increase the population of the city by 4,400. This is considerably in excess of the amount of population growth projected for the city based upon past population trends.

- 3.03 Single family dwelling units will continue to be the predominant form of urban development within urban growth areas. Multiple family dwelling units will be the predominant form of residential development and redevelopment in existing, mature residential neighborhoods.
- 3.04 Commercial development will stagnate unless the city maintains a reasonable rate of population growth, commercial enterprises offer a wider range of choice of retail goods at competitive prices, and the physical environment of the downtown area is enhanced.
- 3.05 The city will have to aggressively pursue the development of new industry within its corporate limits. Otherwise, industry may be more likely to develop on unincorporated portions of the Freeway 99-Southern Pacific Railroad industrial corridor. This is because the Fresno County General Plan's industrial corridor policies will permit industrial development in unincorporated portions of the corridor when the industrial development cannot be annexed to the city, and second, industries no longer have to depend upon the city for sewerage. This service is now available to industries locating in unincorporated portions of the planning area from the SKF Sanitation District's regional sewerage system.
- 3.06 Most of the impetus and financial responsibility for maintaining and rehabilitating existing urban areas will remain with the city. There will be little in the way of meaningful federal or state assistance to small communities for these purposes.

## 301-02: URBAN LAND USE DEFINITIONS AND STANDARDS

The following are definitions and standards for the urban residential, commercial and industrial land use classifications described in this element. The zoning that is consistent with each land use classification is presented in the Zoning Consistency Matrix (Table 3) located at the end of this section. Standards for the development of each land use classification are in large measure embodied in the zoning that is consistent with each classification. The standards and definitions contained in this section, including the Zoning Consistency Matrix, are reflective of city policy for the purposes of interpreting the land use classifications in this general plan.

### 1.00 Urban Reserve

Means land designated for limited agricultural use with an indicated future urban residential, commercial or industrial use.

Table 3

## ZONING CONSISTENCY MATRIX

General Plan Map Land Use Classification	Consistent City Zoning																				
	AE	UR	R-1-12	R-1-10	R-1-7	R-1-6	R-2-A	R-2	R-3-A	R-3	RTP	C-1	C-2	C-3	C-H	M-1	M-1-X	M-2	P	0	
Agriculture	+	o	o	o	o	o	o	o	o	o	o	o	o	o	o	o	o	o	o	o	
Urban Reserve	o	+	o	o	o	o	o	o	o	o	o	o	o	o	o	o	o	o	o	o	
Low Density Residential	o	#	+	+	o	o	o	o	o	o	o	o	o	o	o	o	o	o	o	o	
Medium Density Residential	o	#	*	*	+	+	*	*	o	o	*	o	o	o	o	o	o	o	o	o	
Med. High Density Resid.	o	#	o	o	o	o	o	+	+	*	*	o	o	o	o	o	o	o	o	o	
Neighborhood Commercial	o	#	o	o	o	o	o	o	o	o	o	o	+	o	o	o	o	o	o	o	
Central Business Commercial	o	#	o	o	o	o	o	o	o	o	o	o	o	+	o	o	o	o	+	o	
Service Commercial	o	#	o	o	o	o	o	o	o	o	o	o	o	o	+	o	o	o	o	+	o
Highway Commercial	o	#	o	o	o	o	o	o	o	o	o	o	o	o	o	+	o	o	o	+	o
Limited Industrial	o	#	o	o	o	o	o	o	o	o	o	o	o	o	o	+	+	o	o	o	o
General Industrial	o	#	o	o	o	o	o	o	o	o	o	o	o	o	o	o	o	o	+	o	o
Schools, Parks, & Ponding Basins	o	#	o	o	o	o	o	o	o	o	o	o	o	o	o	o	o	o	o	o	+

## Legend

- + Zoning is consistent (see Section 301-04:1.04A)
- # Zoning is consistent on an interim or intermediate basis (see Section 301-04:1.04B)
- \* Zoning is consistent subject to conforming with specific policies (see Section 301-04:1.04C)
- o Zoning is inconsistent (see Section 301-04:1.04D)

## **2.00 Urban Residential Land Uses**

2.01 Low Density Residential means land designated exclusively for single family residential development, with a minimum of 10,000 square feet per dwelling unit.

2.02 Medium Density Residential means land designated predominantly for single family residential development, with a minimum of 6,000 square feet per dwelling unit.

Multiple family residential development, mobile home parks and residential planned unit developments may be consistent with medium density residential development, subject to conforming with policies of Section 301-05: 2.03.

2.03 Medium-High Density Residential means land designated predominantly for multiple family residential development, with a minimum of 3,000 square feet per dwelling unit. Mobile home parks and residential planned unit developments may be consistent with medium-high density residential development, subject to conforming with the policies of Section 301-05: 2.04.

2.04 High Density Residential means land designated exclusively for multiple family residential development with a minimum of 1,500 square feet per dwelling unit.

## **3.00 Urban Commercial Land Uses**

3.01 Neighborhood Commercial means land designated for retail commercial uses limited to providing convenience shopping goods to an immediate residential area and developed within a unified, master planned shopping center.

3.02 Central Business Commercial means land designated in the central business area of the city for a full range of retail services and professional and governmental offices.

3.03 Service Commercial means land designated for commercial activities in which the function performed is of equal or greater importance than the product traded, or which, due to space requirements or the distinctive nature of their operation, are not compatible with and are not usually located in central commercial area.

3.04 Highway Commercial means land designated for commercial uses that are located at or near freeway interchanges and are oriented toward serving the needs of the traveling public.

#### 4.00 Urban Industrial Land Uses

- 4.01 Limited Industrial means land designated for restricted, non-intensive manufacturing and storage activities which are found not to have significant detrimental effects on immediately surrounding property and the general environment of the planning area.
- 4.02 General Industrial means land designated for the full range of manufacturing, processing, fabrication, and storage activities that are found not to create nuisances that extend beyond the boundaries of the general industrial area in which the source industry is located.

#### 301-03: GENERAL OBJECTIVES FOR URBAN LAND USE

The general objectives of the city for land use planning within the urbanizing area are as follows:

- 1.00 To encourage a concentrated and balanced land use pattern meeting the needs of the residents and economy of the planning area.
- 2.00 To emphasize the infilling of vacant land within and revitalization of the existing city.
- 3.00 To encourage orderly urban growth on incorporated land within the urbanizing area.
- 4.00 To conserve agricultural land.
- 5.00 To coordinate with Fresno County in planning for and regulating the use of land in unincorporated portions of the urbanizing area.

#### 301-04: GENERAL POLICIES FOR URBAN LAND USE

- 1.00 Policies for Maintaining Consistency between the General Plan and the Zoning and Subdivision Ordinances

The text and map of the Zoning Ordinance and the text of the Subdivision Ordinance must be consistent with the objectives and policies of the general plan. These two ordinances are the primary tools available to the city for implementing its land use objectives and policies. The Zoning Ordinance establishes the rules and regulations that govern the use and development of every parcel of land within the city, while the Subdivision Ordinance regulates the design and improvement of all subdivisions of land within the city. State law recognizes the important relationship between zoning and subdivisions and the general plan by requiring that the Zoning

Ordinance and the design and improvement of all subdivisions be consistent with the general plan. The following are the policies of the city for determining and maintaining consistency between the two ordinances and this plan:

- 1.01 The city will not approve any proposed amendments to the Zoning Ordinance or any proposed subdivision of land, together with the provisions for its design and improvements, that are not consistent with this general plan .
- 1.02 Upon adoption of the general plan , or upon adoption of any subsequent amendments to it, the city will undertake any amendments to the text and/or map of the Zoning Ordinance and to the Subdivision Ordinance that are necessary in order to maintain consistency between the ordinances and the plan .
- 1.03 Consistency between the text of the Zoning Ordinance and the Subdivision Ordinance and the general plan will be determined by evaluating whether or not the ordinances:
  - A. Further the objectives and policies of the general plan and do not inhibit or obstruct the attainment of those objectives and policies .
  - B. Conform with the definitions and standards established in this plan .
- 1.04 The standards and definitions specified in Section 301-02 and on the Zoning Consistency Matrix will be used to determine the zoning that is consistent with the land use classifications of this plan . The following guidelines will be used in interpreting the definitions and standards and the Zoning Consistency Matrix and in achieving and maintaining consistency between the general plan and the zoning of land .
  - A. Zoning is consistent with the general plan when the permitted uses and the property development standards of a zone are compatible with the objectives and policies of the general plan .
  - B. Zoning may be consistent with the general plan on an interim intermediate basis. This can occur in two cases:
    - (1) The land is zoned as an urban reserve , in which case limited agricultural uses are permitted until the land is rezoned for urban development. The city will rezone property in this case to the zoning that is consistent with

the long range general plan map upon application of a property owner, subject to the timing and extent of the rezoning conforming to the policies for Urban Growth Management (Section 301-04: 3.00).

(2) The zoning that is required in order to be consistent with the long range general plan will allow the development of less restricted uses than are compatible with existing uses of the land. The city will rezone property in this case upon its own initiative or upon application of a property owner to the zoning that is consistent with the long range general plan map land use classification only when the rezoning will not significantly impair the enjoyment or use of existing surrounding residential structures. The city will not accept for filing any zoning ordinance amendment applications or subdivision maps for properties in this case unless said amendments or maps are consistent with the long range general plan map.

Three areas within the city are subject to this case: the land along 9th & 10th Streets, between Fresno & Tuolumne Streets; the land along Adams Avenue, between Stearns Street and Freeway 99; and, the land along Stearns Street, south of Adams Avenue. All three areas are partially developed with residential uses but are designated on the long range general plan map for limited industrial uses. In order to allow enjoyment of the existing residences in the three areas during their lifespan free from conflicts from industrial and service commercial uses, the land in the three areas may retain on an interim basis the zoning that is consistent with the intermediate range general plan map land use classification for the areas, medium density residential use.

C. Zoning which permits uses that are similar to but at a higher density or intensity than the land use classification planned for an area on the long range general plan map may be consistent with the general plan when the zoning conforms to conditions specified in the policies for the individual land use classification contained in this element. An example of this situation may be where R-2 zoning is requested in an area designated on the general plan maps for predominantly medium density single family dwelling units. The conditions to which the higher density or intensity zoning must conform in order to be consistent with the general plan generally require that the rezoning encompass all properties on opposing block faces and that the uses permitted by and the property development standards

of the requested zoning be aesthetically and functionally compatible with the long range land uses planned for the surrounding area. The city may rezone property to a zone district that conforms with the intent of this section and the policies of the individual land use classifications upon application of property owners.

D. Zoning is inconsistent with the general plan when the zoning will permit uses or property development standards that conflict with and deter the attainment of the objectives and policies of the plan. In these cases, the city will initiate the rezoning that is necessary in order to achieve consistency with the general plan.

**2.00 Policies for the Physical Enhancement of the Urbanized Area**

In order to enhance the physical environment of the urbanized area and to provide physical, functional and aesthetic transitions between land uses, the city will:

- 2.01 Require the installation of curb, gutter and sidewalk as a condition of approval of all new urban development requiring the issuance of a building permit and as a condition of approval of any subdivision of land for residential, commercial or industrial purposes. (Exception: The City Council may exempt industrial developments or subdivision for sidewalks subject to a review of individual cases.)
- 2.02 Require the maintenance of vacant lots free from trash, weeds and other debris.
- 2.03 Require landscaping with all new and expansion of existing neighborhood, service and highway commercial development and with industrial development in cases mentioned in Section 301-07. In addition, require landscaping with remodeling of existing neighborhood, service and highway commercial development and with industrial development in cases mentioned in Section 301-07 where adequate land is available to allow such landscaping.
- 2.04 In accordance with the policies of the Environmental Resources Management Element, establish and maintain a street tree program requiring the planting and conservation of street trees in the urban area.
- 2.05 Encourage the maintenance and repair of residential, commercial and industrial structures, and utilize building code enforcement for these purposes where necessary.
- 2.06 Require the visual screening of materials stored in open areas by commercial and industrial uses when such open areas

are visible from surrounding areas which are designated on the general plan maps for residential uses or are visible from collector (excluding industrial collector), arterial or expressway streets or Freeway 99.

- 2.07 Prohibit over-night parking of commercial vehicles of over three (3) tons gross weight in residential areas.
- 2.08 Permit the accumulation and storage of abandoned, wrecked, dismantled, or inoperative vehicles or parts thereof on public or private property, only within a completely enclosed building. This policy shall not apply to a vehicle or part thereof which is stored or parked in a lawful manner on private property in connection with the business of a licensed dismantler, licensed vehicle dealer, a junk dealer, or when such storage or parking is necessary to the operation of a lawfully conducted business or commercial enterprise.
- 2.09 Require site plan review for all commercial and industrial development.
- 2.10 Identify and require the removal of nonconforming structures and uses of land after a reasonable amortization period.

### **3.00 Policies for Urban Growth Management**

The intermediate and long range general plan maps designate the land within the urbanizing area that is appropriate for new urban residential, commercial, and industrial growth and development. The intermediate range general plan map designates land that is appropriate for initial urban growth as well as urban reserve lands that are appropriate for future urban growth, with agriculture as their interim use.

The long range general plan map indicates land that will be appropriate for urban development generally after the land shown on the intermediate range general plan map for initial urban growth has been developed. Most of the land shown on the intermediate range general plan map within urban reserve areas is in this long range category.

The following are the general policies of the city for managing the timing, extent and location of urban growth within the urbanizing area. (The sections of this element containing specific policies for urban residential, commercial and industrial land uses list policies addressing the growth and development of each individual land use.)

- 3.01 To protect land within the corporate limits of the city that is designated on the intermediate or long range general plan maps

as an urban residential, commercial or industrial reserve from inappropriate or premature development, the city will:

- A. Maintain zoning on the land that permits limited agriculture uses and prohibits uses that are not consistent with the intended future urban use of the land. The zoning that is consistent with urban reserve uses is specified on the Zoning Consistency Matrix.
- B. Applications for development of land within a designated urban reserve, including zoning and subdivision applications, will be considered consistent with this general plan when the proposed development meets the conditions specified in Section 301-04: 3.04.

3.02 The zoning consistency policies of Section 301-04: 1.00 will be utilized to protect land within the corporate limits of the city that is designated for urban growth and is not within an urban reserve from development with inappropriate land uses.

3.03 To protect land designated for urban growth within the unincorporated portions of the urbanizing area from inappropriate or premature development, the city will request that within the designated areas, Fresno County:

- A. Maintain limited agriculture zoning on all land designated for agricultural or future urban use within the urbanizing area. The operational characteristics of uses permitted within the limited agricultural zone should be such that they will not adversely affect the existing or future use of land within the urbanizing area for urban purposes.
- B. Maintain zoning that prohibits the division of land into lot sizes that are not conducive to the use of the land for agricultural purposes.
- C. Maintain an agricultural preserve pursuant to provisions of the California Land Conservation Act and agree to enter into California Land Conservation Contracts on any parcel eight acres in size or larger which is devoted to open space. (The city will protest requests to establish California Land Conservation Act Contracts within areas designated for urban growth. The purpose of the protest is to provide the city with the option of cancelling a contract upon annexation to allow expansion of planned urban development.)
- D. Refer all proposals for urban development to the city for consideration.

3.04 The city will consider proposals for urban growth and development to be consistent with this general plan if all of the following conditions are met:

- A. The property is annexed to the city and the SKF Sanitation District and can be provided with sewer and water services by the two respective entities.
- B. The city and other service entities can provide adequate levels of police and fire protection; education, park and recreation services and facilities; street improvements; and, solid waste and storm drainage collection and disposal systems to the proposed development without reducing the level or increasing the costs of such services to other parts of the city.
- C. The proposed development represents a logical extension of existing urban development.
- D. The proposed type of development is consistent with the long range general plan map land use classification for the land on which the development is proposed.

3.05 The city will prezone all properties that are in the process of being annexed to the city. The prezung will be consistent with the long range general plan map land use classifications for the properties.

3.06 Where proposals for development of unincorporated land do not meet the conditions identified in Section 301-04: 3.04 but are within one-half mile of the city or are within an area designated for future urban growth on the general plan, the city will advise Fresno County that the proposed developments are premature, are not consistent with this general plan, and will request that the county not approve the applications.

3.07 Unincorporated land within the planning area that is not designated for urban development will be subject to the policies of the Environmental Resources Management Element (see Section 304-04).

#### **301-05: OBJECTIVES AND POLICIES FOR URBAN RESIDENTIAL LAND USE**

##### **1.00 Objectives for Urban Residential Land Use**

1.01 To provide attractive residential neighborhoods free from conflicting land uses and unnecessary traffic.

- 1.02 To encourage infilling and redevelopment of existing appropriately located residential areas and to phase out inappropriately located residential areas.
- 1.03 To encourage and provide appropriate locations for new residential development.
- 1.04 To obtain a variety of compatible housing types within existing and new residential areas that will satisfy the desires and needs of different socioeconomic groups within the community.
- 1.05 To encourage innovative, quality design in redeveloping or infilling existing residential areas and in developing new residential areas.

## **2.00 Policies for Urban Residential Land Use**

### **2.01 General**

- A. Low, medium, medium-high and high density residential land uses will be developed in accordance with the standards and zoning specified in Section 301-02 and the policies of this section.
- B. Land within the urbanized area that may be developed with residential land uses is defined on the general plan maps.

### **2.02 Low Density Residential**

- A. The low density residential land use classification is intended to provide for areas developed exclusively with single family dwelling units on lots 10,000 square feet in area or larger.
- B. Enclaves of low density residential development are compatible within medium density residential areas that are devoted primarily to single family dwelling units.

### **2.03 Medium Density Residential**

- A. Medium density residential development is the existing and planned major residential land use classification within the urbanizing area. Medium density residential neighborhoods will be developed predominantly with single family dwelling units on lots not less than 6,000 square feet in area, with the exceptions noted in B, C, and D below.

B. Multiple family residential development at medium-high densities may be consistent with the general plan in areas designated for medium density development, subject to the following conditions:

1. The land proposed for medium-high density residential development lies within the generally triangular area bounded by Adams Avenue on the north, 7th Street on the southwest, and the high school and the extended alignment of Armstrong Avenue on the east. The purpose of this condition is to permit the infilling and redevelopment of lots within existing residential areas that are presently characterized by a mixture of single and multiple family development, and/or dilapidated or deteriorated housing.
2. All properties designated for residential use on the block face on which the property proposed for medium-high density residential development is located and on the block face across the street from the property shall be included in any change of zone application that is required to permit the higher density development. This means that all property owners on both sides of a street one block long will have to agree to include their property in the rezoning application before the city will accept the application for processing.
3. The proposed development is designed to harmonize aesthetically and functionally with surrounding residential development and to protect the privacy of residents within the proposed and surrounding development.

C. Residential planned unit developments may be consistent within areas designated for medium density residential use, subject to conforming with the following general principles and conditions:

1. Planned unit developments may include any combination of single family dwellings, two family dwellings and multiple family dwellings.
2. Zoning district property development standards, except as related to average lot area per dwelling unit, may be modified or waived where it is determined that such

modification or waiver will produce a more functional, enduring and desirable residential environment, and no adverse impact to adjacent properties will result therefrom.

3. Average lot area per dwelling unit will be calculated on gross acreage, less public streets.
4. Minimum site area shall be 15,000 square feet of gross area, excluding public streets.
5. The design of a planned unit development will insure compatibility and harmony with existing and planned uses on adjacent properties. Design elements to be considered include, but are not limited to, architecture, distance between buildings, building setbacks, building height, off-street parking, open space, privacy, and landscaping.
6. Off-street parking facilities will provide parking sufficient for residents of the development and their guests, and will be integrated into the development to minimize exposure and impact on neighboring development.
7. Planned unit developments will provide common open space free of buildings, streets, driveways or parking areas. The common open space will be designed and located to be easily accessible to all residents of the project and usable for open space and recreational uses. The area devoted to common open space will be determined by the zoning ordinance based on a minimum amount of open space per dwelling unit.
8. The developer will provide for perpetual maintenance of all common land and facilities through means acceptable to the city.
9. Conservation of natural site features, such as topography, vegetation and water courses will be considered in project design.
10. Streets serving the development must be adequate to accommodate the traffic generated by the proposed project.
11. The development will be designed to avoid any adverse impacts on surrounding land uses.

12. Planned unit developments greater than 20 acres in area may include mobile home developments when located and designed to be compatibly and harmoniously incorporated into the development.
13. A conditional use permit and site plan review will be required to insure the consistency of a proposed planned unit development with these principles.

D. Mobile home parks may be consistent within areas designated for medium density residential growth, subject to conforming with the following principles and conditions:

1. The mobile home park must consist of a unified, master planned development with a minimum site area of 36,000 square feet, excluding public streets.
2. The most desirable location for a mobile home park is on the edge of an area designated for medium density residential development, where development transitions to a higher density residential land use or a commercial, industrial or agricultural land use.
3. The mobile home park must have access to major streets.
4. The mobile home park must be designed to harmonize functionally and aesthetically with surrounding residential development and to protect the privacy of residents within the proposed and surrounding development. Site plan review will be required to insure that these conditions are met.
5. A conditional use permit and site plan review will be required to insure the consistency of a proposed mobile home park with these principles.

#### **2.04 Medium-High Density Residential**

A. Medium-high density residential development, consisting predominantly of multiple family dwelling units (duplexes, triplexes and small apartments or condominium complexes) is appropriate in the general vicinity of the central business area, where the higher population concentration generated by apartments will be in close proximity to the retail shopping area, schools and the city park, and in urban growth areas specifically designated on the general plan map for medium-high density residential uses.

B. High density multiple family residential development may be appropriate on land designated for medium-high density residential development within the generally triangular area bounded by Adams Avenue on the north, 7th Street on the southwest, and the high school and the extended alignment of Armstrong Avenue on the east subject to conforming with the following conditions:

1. All properties designated for residential use on the block face on which the property proposed for high density residential development is located and on the block face across the street from the property shall be included in any change of zone application that is required to permit the high density development. This means that all property owners on both sides of a street one block long will have to agree to include their property in the rezoning application before the city will accept the application for processing.
2. The proposed high density development shall be designed to harmonize aesthetically and functionally with surrounding residential and other development and to protect the privacy of residents within the proposed and surrounding development. Site plan review will be required to insure conformance with this requirement.
3. Streets serving the proposed development must be adequate to accommodate the traffic generated by the development.

C. High density multiple family residential development may be appropriate on land designated for medium-high density residential development located outside of the area defined in Section 301-05: 2.04 B subject to conforming with the conditions specified in Sections 301-05: 2.04 B 2 and 3.

D. Residential planned unit developments may be consistent with medium-high density residential development, subject to conforming with the principles and conditions specified in Section 301-05: 2.03 C.

E. Mobile home parks may be consistent with medium-high density residential development, subject to conforming with the principles and conditions specified in Section 301-05: 2.03 D.

## 2.05 Policies for Expansion of Urban Residential Land Use

Expansion of urban residential land use will be permitted when the proposed expansion is in accordance with the Urban Growth Management Policies of this plan (Section 301-04: 3.00) and is located within an area defined as appropriate for new residential development. These defined areas are as follows:

- A. North of Adams Avenue, between 7th Street and Temperance Avenue. This is the primary area in which medium density residential expansion is encouraged. Development in this area will be near schools and the recreation areas they provide. Sewer and water services are generally available and there is convenient road access to both the central business area and Freeway 99. Development should be concentrated adjacent to existing subdivisions, in order to allow the completion of interior road systems and minimize the need to extend sewer and water lines.
- B. South and east of the high school, in the area bounded by Adams Avenue on the north, the extended alignment of Sumner Avenue on the south, Temperance Avenue on the east, and the extended alignment of Armstrong Avenue on the west. This area is close to schools and the central business area, has relatively good access, and sewer and water are available. A mixture of multiple and single family development is encouraged in this area to complement the existing development.
- C. In southwest Fowler, within the area generally bounded by Freeway 99 on the northeast, South Avenue on the south, and the Stanford Avenue alignment on the west. Completion of the existing subdivision and infilling of vacant land to the north and east is encouraged before development of the land east of Fowler Avenue or northwest of Fresno Street. Sewer and water services are available to this area; however, the area is essentially separated from the main part of the city by the Freeway 99-Southern Pacific Railroad transportation corridor, with the consequences of being beyond normal walking distance from the city park and schools with their recreation facilities, and having the least convenient access of any residential area within the city to the central business area. The existing pattern of low and medium density residential development is appropriate in this residential expansion area. (See Amendment No. 77-1.)

#### 301-06: OBJECTIVES AND POLICIES FOR URBAN COMMERCIAL LAND USE

##### 1.00 Objectives for Urban Commercial Land Use

- 1.01 To revitalize and maintain the central business area as the city's retail shopping and professional and governmental offices area.
- 1.02 To define and improve areas that are appropriate for service commercial and highway commercial uses.

1.03 To provide adequate on- and off-street parking for all commercial uses.

2.00 Policies for Urban Commercial Land Use

2.01 General

- A. Neighborhood, central business, service and highway commercial uses will be developed in accordance with the standards and zoning specified in Section 301-02 and the policies of this section.
- B. Land within the urbanized area that can be developed with commercial land uses is defined on the general plan maps.
- C. Off-street parking will be required with all new commercial development and with alterations or expansion of existing commercial uses. This policy does not apply to central business commercial uses when these uses front on Merced Street, between 7th Street and the alley between 4th and 5th streets.

2.02 Central Business Commercial

- A. Central business commercial uses encompassing the sale of a full range of retail goods and professional and governmental offices will be limited to the established central business area. The purpose of this policy is to enhance and maintain the economic and functional viability of the central business area.
- B. The city supports the development of a strong, local chamber of commerce and will assist the chamber in the development of on-going programs aimed at strengthening business activity within the central business area.
- C. The physical enhancement policies specified in Section 301-04: 2.00 will serve as bases for physically rehabilitating and maintaining the central business area. However, the city encourages the concerted efforts of downtown merchants and property owners to go beyond basic physical improvements and effectively provide a shopping area that offers a full range of retail goods in a convenient and attractive setting.
- D. The city will develop public off-street parking within the central business area when the need for such parking warrants and when funds are available for the parking.

2.03 Neighborhood Commercial Centers

Neighborhood commercial centers will be limited to small commercial centers offering convenience goods to immediate neighborhoods. These small centers should not offer the range of retail goods or services that are or should be available within the central business area.

Neighborhood commercial centers are not now indicated on the general plan maps because the population of the city is not adequate to require such centers and because of the need to reinforce business activity within the central business area. Amendment of the plan to include a neighborhood shopping center will only be considered when substantial new residential development occurs within the city. The most appropriate locations for a neighborhood center are at the intersections of collector streets, where traffic congregates and maximum commercial exposure is available.

2.04 Service Commercial

Service commercial uses will be located along the west side of 8th Street and on designated segments of 7th and Merced Streets. These areas provide good exposure and compatible settings for the more intensive, service oriented commercial uses. Continuous application of the physical enhancement policies of this plan, specifically those requiring screening of stored materials, landscaping and maintenance of structures and vacant lots, will be stressed by the city in service commercial areas in order to improve their appeal to consumers and new businesses.

2.05 Highway Commercial

Commercial uses for highway travelers will be located at the Freeway 99-Merced Street interchange; on appropriately designated areas located west of the freeway, near the Freeway 99-Merced Street interchange, in the vicinity of the southbound off and on ramps and approach roads; and, in the northwest quadrant of the Freeway 99-Adams Avenue interchange. (See Amendment No. 77-1.)

These commercial uses should not offer the range of retail goods or services that are or should be available within the central business area. Because land designated for highway commercial uses is located at main entrances to the city, property owners are encouraged to develop and maintain the uses in an attractive and functionally efficient manner.

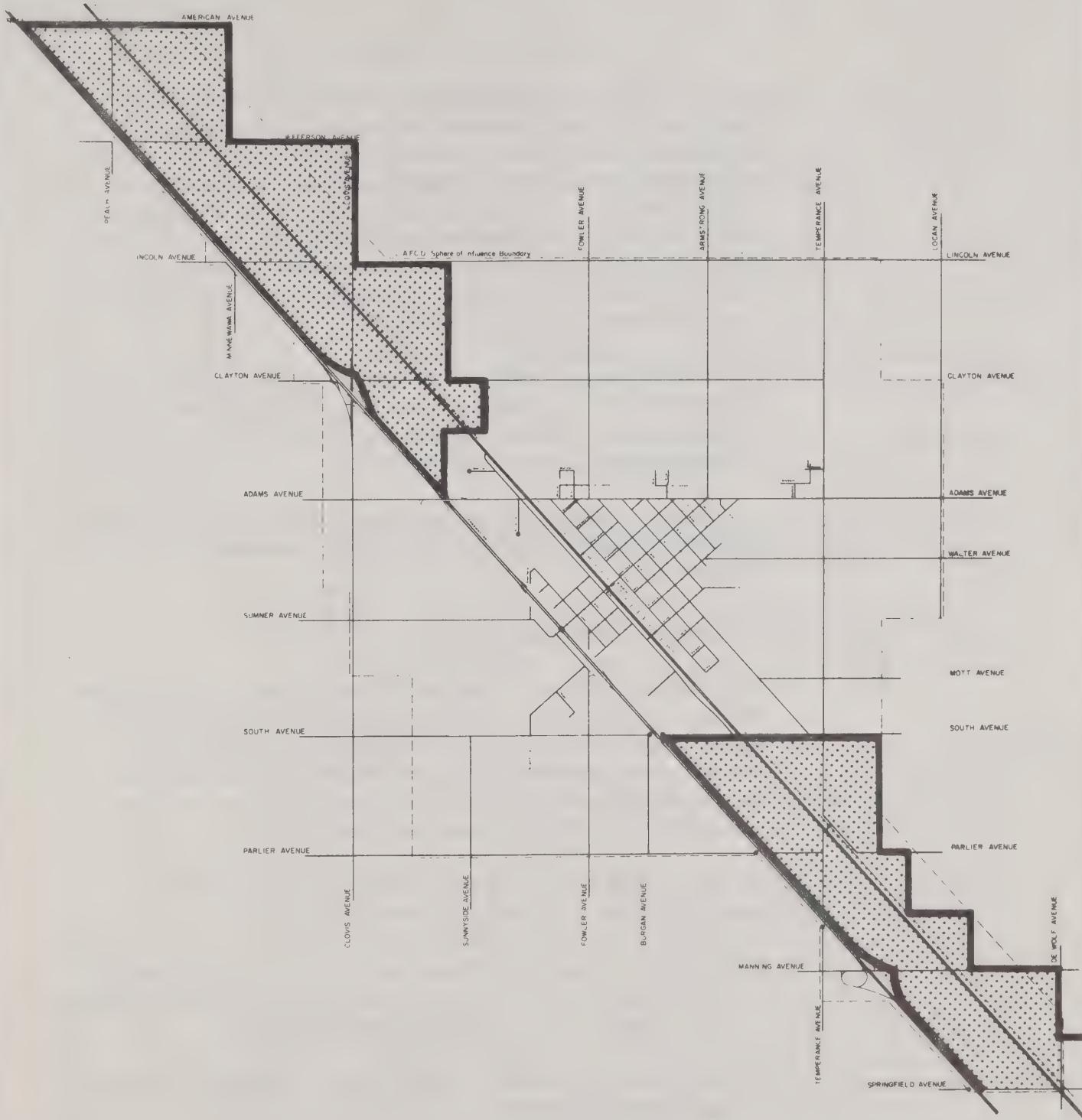
**1.00 Objectives for Urban Industrial Land Use**

- 1.01 To encourage the development of environmentally responsible industries within the planning area in order to expand and diversify the industrial economic base of the community .
- 1.02 To provide planned sites for industry , where adequate public water and sewer services are available or can readily be extended , and in close proximity to railroad and regional street and highway systems .
- 1.03 To minimize land use and circulation conflicts between industrial uses and other types of land uses and traffic .
- 1.04 To coordinate industrial land use planning with the adopted Objectives and Policies of the Fresno County General Plan for the Freeway 99-Southern Pacific Railroad Industrial Corridor .

**2.00 Policies for Urban Industrial Land Use**

**2.01 General**

- A. Limited industrial and general industrial uses will be developed in accordance with the standards and zoning specified in Section 301-02 and the policies of this section .
- B. Land within the urbanizing area that can be developed with limited and general industrial uses is defined on the general plan maps .
- C. Land outside the urbanizing area but within the planning area that may be developed with industrial uses , subject to the proposed development conforming with the policies of the general plan and the Fresno County General Plan , is identified on Exhibit 6 . This land is within the Golden State Industrial Corridor as defined by the Fresno County General Plan .
- D. The appropriate classification (limited or general) , and regulations for the development and operation of a particular industry will be determined based upon the potential operational characteristics of the industry and shall be regulated by industrial performance standards . The purpose of this policy is to protect industries from arbitrary exclusion or regulation based solely on the nuisance production by any particular type of use in the past; to permit potential nuisances to be measured factually and objectively; and to insure that



## GOLDEN STATE INDUSTRIAL CORRIDOR

### EXHIBIT - 6



GOLDEN STATE INDUSTRIAL  
CORRIDOR

all uses will provide methods to protect the community from hazards and nuisances which can be prevented by processes of control and nuisance elimination. Evaluation of the potential operational and nuisance characteristics of industries shall be conducted by use of the procedures of the California Environmental Quality Act, the conditional use permit and site plan review processes, and through requiring certification by an industry that it can meet performance standards adopted by the city.

- E. Industrial land with immediate access to the Southern Pacific Railroad tracks is planned primarily for industries utilizing railroad spurs. Industries not requiring rail access are not encouraged to locate within this area.
- F. Off-street parking will be required with all new industrial development and with alterations or expansion of existing industries.

## **2.02 Limited Industrial Uses**

- A. The limited industrial land use classification is appropriate for most of the industrial land within the urbanizing area, including the northern and central portions of the area, because the operational characteristics of these uses are most compatible in proximity to or upwind from existing and planned residential and commercial areas.
- B. The operation and design of limited industrial uses will generally have the following characteristics:
  1. Nuisance characteristics, including but not limited to noise, glare, vibration, and odors do not extend beyond the property lines of the source industry.
  2. Industrial processes are generally conducted within an enclosed structure.
  3. Landscaping is provided on collector (excluding industrial collector) or arterial street frontages and along all street frontages facing areas designated for commercial or residential uses.
  4. Truck traffic is generally limited to normal daylight working hours.

**2.03 General Industrial Uses**

- A. Land that is designated for general industrial uses is located at the south end of the urbanizing area, where potential nuisances that may be created by these industries will not affect residential and commercial areas.
- B. The operation and design of general industrial uses will generally have the following characteristics:
  - 1. Nuisance characteristics, including but not limited to noise, glare, vibration, and odors do not extend beyond the boundaries of an area zoned for general industrial use.
  - 2. Landscaping is provided on street frontages facing areas designated for commercial or residential uses.

**2.04 Policies for the Management of Industrial Development within Unincorporated Portions of the Planning Area**

- A. Proposals for industrial development on unincorporated land located within the urbanizing area will be subject to the Urban Growth Management Policies set forth in Section 301-04: 3.00 of this element.
- B. The city will request that Fresno County refer all proposals for industrial development on unincorporated land located outside the urbanizing area but within the planning area to the city for annexation.
  - 1. The city will annex land upon which industrial development is proposed when annexation is feasible and when the proposed development conforms to the Urban Growth Management Policies in Section 301-04: 3.04.
  - 2. In cases where annexation is not feasible or a proposed development does not conform with the policies of Section 301-04: 3.04, the city will refer the proposal back to Fresno County for processing in accordance with the Golden State Corridor Policies of the Fresno County General Plan.
- C. The city will request that Fresno County submit all applications for industrial development on unincorporated land located outside the urbanizing area but within the planning area to the city for review and recommendation. The city may request that Fresno County attach conditions of approval to an application to insure that the development does not create nuisances or impacts upon the environment that will be detrimental to existing or future urban development.

## 302 URBAN CIRCULATION AND TRANSPORTATION ELEMENT

### 302-01: INTRODUCTION

#### 1.00 Purpose and Scope

The circulation element is intended to identify and analyze the existing location and condition of major thoroughfares, transportation routes, terminals and facilities within the urbanized portion of the planning area and based upon these existing conditions and projections of future conditions and needs, establish objectives and policies for the future circulation and transportation needs of the urbanizing area. The modes of transportation (the means by which people and commodities move) that exist or are proposed within the urbanizing area and will be discussed in this element include streets and highways, public transportation, rail, aviation, bicycles, and pedestrian paths.

#### 2.00 Existing Conditions

##### 2.01 Streets and Highways

- A. The primary means of transportation in Fowler is by private vehicle, and the grid street network is the main circulation component.
- B. The major inter-city routes linking Fowler with communities to the north and south are Freeway 99 and Golden State Boulevard.
- C. The major rural routes within the urbanized area are Fowler Avenue, which extends south of Fowler to the south central part of Fresno County, primarily to Laton, and Temperance Avenue, which serves the rural areas from Golden State Boulevard north to State Highway 168 near Clovis.
- D. The major intra-city routes are Merced, Adams, 8th, 7th, and 5th Streets. These streets channel traffic from local streets to the major inter-city and rural routes. The routes also provide access to the commercial, public, and industrial areas within the city.
- E. Major traffic safety problems exist at the intersections of Golden State Boulevard with Merced and Adams Avenues, where a significant number of traffic accidents occur annually.

## 2.02 Public Transportation

- A. The only public transportation system directly serving Fowler is the Greyhound Bus Lines.
- B. There is no intra-city transit service in Fowler, including taxis.

2.03 **Rail:** Fowler has no rail passenger service; the closest AMTRAK stop is in Fresno, 10 miles to the north. The Southern Pacific Railroad provides direct rail freight service to the city.

2.04 **Aviation:** The closest general aviation airports to Fowler are in Selma (Winsett Airport - 4 miles south) and in Fresno (Chandler Airport - 10 miles northwest). Regularly scheduled commercial service is provided at the Fresno Air Terminal, 13 miles north of the city.

2.05 **Bikeways:** Fowler has no existing adopted bike routes.

## 3.00 Assumptions Concerning Future Circulation Conditions

- 3.01 The private automobile will remain the dominant means of transportation in Fowler.
- 3.02 Fowler will continue to be well served by the airports in Selma and Fresno.
- 3.03 The need for alternative modes of transportation will expand as the costs of private automobile use grows. The population groups hit most by higher costs will be the poor, the elderly, and the handicapped.

## 302-02: CIRCULATION DEFINITIONS AND STANDARDS

The following are definitions and standards for the street system in the urbanizing area.

### 1.00 Freeway

Provides for through traffic movement on a continuous route with no access to abutting property. Intersections with cross streets are by interchanges or grade separation structures.

2.00 Expressway

Provides for through traffic movement on a continuous route with no direct access to abutting property. Intersections with cross streets are generally at grade and spaced at a minimum of one-half mile apart.

3.00 Arterial

Provides for through traffic movement on a continuous route joining major traffic generators, other arterials, expressways, and freeways. In the urbanizing area, arterial streets are four-lane streets constructed on rights-of-way of 100-106 feet, with median islands separating opposing traffic. Access to abutting properties is controlled.

4.00 Collector

Provides for internal traffic movement within an area and connects local roads to the arterial system. Collectors are normally four lane roads with rights-of-way of 84 feet but may be two lane roads with rights-of-way of 60 feet when warranted by traffic conditions and the particular function of a street. Access to collectors is controlled.

5.00 Industrial Collector

Provides for traffic movement within an industrial area and connects local roads serving industrial areas to the arterial systems. Industrial collectors are normally four lane roads with rights-of-way of 84 feet but may be two lane roads with rights-of-way of 64 feet when warranted by traffic conditions and the particular function of a street. Access to industrial collectors is controlled.

6.00 Local Streets

Provides for internal traffic movement within an area and serves to provide direct access to abutting property. Local streets have a minimum right-of-way of 56 feet.

7.00 Major Streets

Freeway, expressway, arterial, collector, and industrial collector streets are defined as major streets.

### 302-03: OBJECTIVES FOR CIRCULATION

The objectives of the city in planning for circulation within the urbanizing area are as follows:

- 1.00 To provide a safe, convenient, and efficient multi-modal transportation system capable of meeting the needs of all residents within the planning area.
- 2.00 To minimize dependence upon automobile use to the greatest extent possible.
- 3.00 To plan for and develop streets and highways in accordance with the ultimate functions they have been designated to serve.
- 4.00 To minimize conflicts between different types of vehicular traffic and to discourage the intrusion of through traffic into residential areas.
- 5.00 To provide adequate off-street parking for all uses.
- 6.00 To cooperate in and encourage the development of inter-city and intra-city transit systems, with special emphasis toward serving the needs of senior citizens, the physically handicapped and low income residents.
- 7.00 To incorporate bicycling and bikeway development as a safe, integral part of the city's multi-modal transportation system.
- 8.00 To provide for safe and efficient pedestrian access to all points within the city.

### 302-04: POLICIES FOR CIRCULATION AND TRANSPORTATION

#### 1.00 General Policies and Classifications for Streets and Highways

- 1.01 The following are the general policies of the city for streets and highways. The city will:
  - A. Coordinate street planning with Fresno County to insure the orderly development of a coordinated street network.
  - B. Maintain and develop streets in a manner that is supportive of the land use objectives and policies of the plan. The intent of this policy is to direct the expenditure of funds for street improvements first to areas where existing development is consistent with the general plan and the improvement of a

street will contribute to the rehabilitation or maintenance of the area, and second, to areas where new urban growth and development is desired.

- C. Adopt and maintain official plan lines for major streets within the urbanizing area. The purpose of plan lines is to assure that ultimate rights-of-way of streets are protected for future street expansion.
- D. Utilize traffic control devices to control the flow of traffic on streets in accordance with the planned function of the streets.
- E. Require new subdivisions to be designed with a minimum number of lots fronting on collector and arterial streets and no lots fronting on expressways. Frontage roads may be required in subdivisions to achieve this policy.
- F. Require the construction of full width streets as a condition of approval of subdivisions of land, except where property ownership boundaries or other circumstances beyond the control of the subdivider make this requirement impossible.
- G. Adopt and maintain an efficient system of truck routes within the city that will minimize truck traffic in residential areas.
- H. Develop means for improving the safety and efficiency of the intersections of Golden State Boulevard with Merced and Adams Avenues. The means may initially include gaining State or Federal assistance to develop a traffic safety project and, ultimately, the development and maintenance of traffic safety improvements at the intersections.

## 2.00 Functional Classification of Streets and Highways

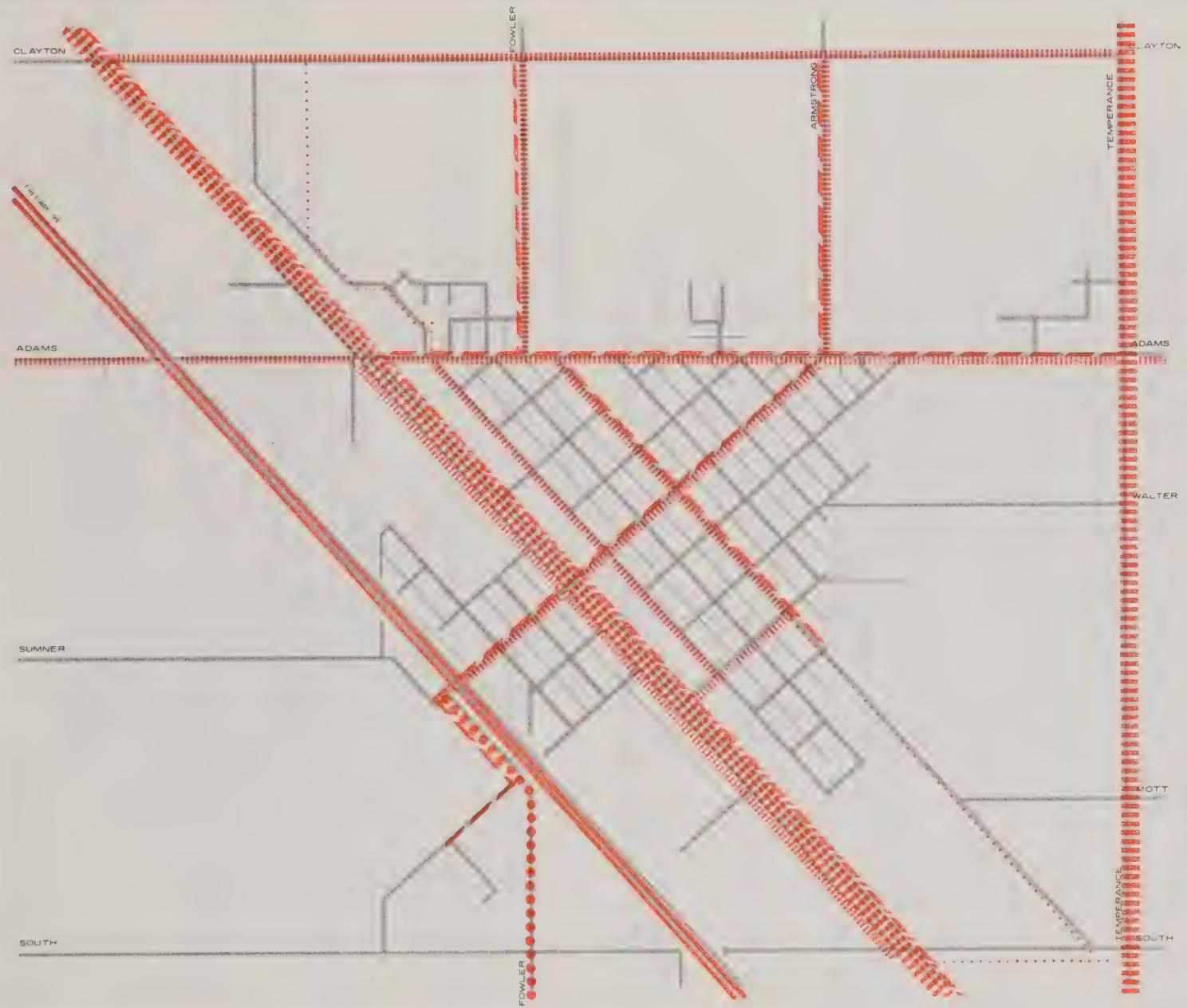
2.01 The following are the functional classifications of the streets and highways within the urbanizing area. It is the policy of the city to develop these streets in accordance with the standards specified in Section 302-02: 1.00. The location of the streets and their classifications are shown on Exhibit 7.

### A. Freeway

- 1. Freeway 99

### B. Expressways

- 1. Golden State Boulevard
- 2. Temperance Avenue



# FOWLER GENERAL PLAN

## URBANIZING AREA

### CIRCULATION PLAN

Functional Classifications  
of Streets and Locations of  
Designated Bicycle Paths

Freeway

Expressway

Arterial

Collector

Industrial Collector

Bike Routes

Regional

Local

EXHIBIT 7

NORTH

0 100 200

C. Arterial

1. Fowler Avenue, south of Freeway 99

D. Collectors

1. Merced Street, from Freeway 99 to Adams Avenue
2. Adams Avenue, within the planning area
3. 8th Street, from Adams Avenue to South Avenue
4. 7th Street, from Adams Avenue to Vine Street
5. 5th Street, from Adams Avenue to Vine Street
6. Vine Street, from 5th Street to Golden State
7. Fowler Avenue, from Adams Avenue to Clayton Avenue
8. Armstrong Avenue, from Adams Avenue to Clayton Avenue
9. Clayton Avenue, from Temperance Avenue to Golden State Boulevard

E. Industrial Collectors

1. Harris Street, from Tulare Street to South Avenue
2. South Avenue, from Temperance Avenue to Golden State Boulevard
3. 7th Street, from Adams Avenue to Clayton Avenue

F. Local Streets

1. All other streets within the urbanizing area are local streets.

**3.00 Policy for Public Transportation**

The city will support programs aimed at providing improved and/or new public transportation service to and within the city of Fowler, with special attention given to the needs of the elderly, handicapped and the poor.

**4.00 Policies for Bikeways**

- 4.01 The following are designated as bike routes in Fowler. As funds are available and needs warrant, the city may place signs and striping on these bike routes.

- A. Merced Street, from Adams Avenue to 4th Street, north on 4th Street to Tuolumne Street, west on Tuolumne to 7th Street, south on 7th Street to Merced Street, west on Merced Street to Freeway 99.
- B. 5th Street, from Merced Street to Fresno Street
- C. Fowler Avenue, from Merced Street to Fresno Street
- D. Fresno Street, from Fowler Avenue to Walnut Street
- E. Adams Avenue, from DeeAnn Street to Golden State
- F. Armstrong Avenue, from Adams Avenue to Clayton
- G. Fowler Avenue, from Adams Avenue to Clayton Avenue

4.02 The city encourages Fresno County to develop Golden State Boulevard as a part of a Regional Bikeways System serving the city of Fowler.

4.03 The city encourages the provision of bike storage and locking facilities at existing or future public transit bus stops, parks, schools and public buildings as funds become available and as needs warrant.

4.04 The city may require the construction of bikeways as a condition of approval for new subdivisions.

4.05 The city will develop and maintain a city bicycle ordinance dealing with the registration and safe operation of bicycles.

**5.00 Policies for Pedestrian Paths**

5.01 The city will require the construction of sidewalks as a condition of approval of all new urban development requiring the issuance of a building permit and as a condition of approval of any subdivision of land for residential or commercial purposes.

5.02 The city encourages the provision of benches for pedestrians at public transit bus stops, public buildings, schools and parks as needs warrant and funds are available.

5.03 The city may require the construction of pedestrian paths, separate from sidewalks, as a condition of approval of new subdivisions.

## 303-01: INTRODUCTION

1.00 Purpose and Scope

The purpose of this housing element is to identify the existing housing conditions and needs of the community, the future housing requirements, the objectives of the community with regard to housing development, and to provide standards and policy guidelines directed toward the realization of community housing objectives.

2.00 Existing Conditions

- 2.01 There is a limited supply of multiple family dwelling units and low cost housing units in standard conditions within the city.
- 2.02 A large number of housing units surveyed in 1974 were found to be dilapidated (13%) and deteriorated (26%). The highest concentration of deteriorated housing is located between Golden State Boulevard and Freeway 99 and east of Golden State Boulevard, between 7th and 6th streets.
- 2.03 Public housing in Fowler is limited to a 20 unit project owned by the Fresno County Housing Authority.
- 2.04 A large percentage of the city's housing stock was built prior to 1939 (49.3%) and prior to 1949 (69.2%). Only 27 single family units have been built since 1970, most of which have been in the \$30,000-50,000 price range.
- 2.05 A number of existing low cost housing units are located in the area between Freeway 99 and Golden State Boulevard. This area is characterized by a mixture of conflicting land uses and zoning and is subject to noise and air pollution from Freeway 99.

3.00 Assumptions Concerning Future Housing Conditions

- 3.01 Population growth and the removal of units from the housing market due to demolitions, fire, and other causes will create a demand for new and replacement housing units. The number of housing units required in 1980, 1985, 1990, 1995 based upon the middle range population projection set forth in Section 203-02 are described on Table 4.

TABLE 4

Cumulative Housing Requirements

<u>Year</u>	<u>New Units (a) Required</u>	<u>Cumulative (b) Total Required</u>
1985	233	971
1995	67	1,038

(a) This figure represents a total of required units due to population growth and replacement of stock lost to demolition and fire. The rate of removal of housing was estimated at 1 percent per year.

(b) This figure represents the existing housing stock plus the new units required.

3.02 The predominant housing type within the urbanizing area will continue to be the single family detached dwelling, but the demand for multi-family and smaller single family units will grow as construction costs increase and family size remains smaller than in the past.

3.03 The tools available to the city for directly improving the supply and quality of low cost housing within the community will remain limited to designating adequate amounts of land for residential development at locations and densities that are conducive to the development of lower cost housing, to maintaining residential development controls that are not overly restrictive and expensive to comply with, and to normal code enforcement activities. There will be only minimal amounts of federal or state assistance available for improving the housing stock of smaller communities.

3.04 Most low-cost housing will continue to be provided by the filtering down process. The filtering down process operates when individuals move into newer homes and vacate their older homes, which in turn are occupied by tenants who leave older homes vacant for others to fill.

## 303-02: HOUSING DEFINITIONS AND STANDARDS

The following housing quality definitions are provided to facilitate the identification of dwelling units in Fowler requiring remedial attention or demolition.

## **1.00 Sound Housing**

Means housing which has no defects or only slight defects which are normally corrected during the course of regular maintenance. Examples of slight defects are lack of paint; slight damage to porch or steps; slight wearing away of mortar between bricks or other masonry; small cracks in wall, plaster, or chimney; cracked windows; slight wear on floors, door sill, door frames, window sills, or window frames, and broken gutter or down spouts.

## **2.00 Deteriorating Housing**

Means housing that needs more repair than would be provided in the course of regular maintenance. Such housing has one or more defects of intermediate nature that must be corrected if the unit is to continue to provide safe and adequate shelter. Examples of intermediate defects are: holes; open cracks; rotten, loose or missing materials over a small area of the foundation, or railings; broken or missing window panes; rotten or loose window frames or sashes that are no longer rain-proof or wind-proof; broken or loose stair treads or loose or missing risers, banisters or railings of inside or outside stairs; deep wear on the door sills, door frames, outside or inside steps or floors; missing brick or cracks in the chimney which are not serious enough to be a fire hazard; and makeshift chimneys such as a stove pipe or other uninsulated pipe leading directly from the stove to the outside through a hole in the roof, wall or window. Such defects are signs of neglect which lead to serious structural deterioration or damage if not corrected.

## **3.00 Dilapidated Housing**

Means housing that does not provide safe and adequate shelter and its present condition endangers the health, safety and well-being of the occupants. Such housing has one or more critical defects, or has a combination of intermediate defects of sufficient number or extent to require considerable repair or rebuilding; either so critical or so widespread that the structure should be extensively repaired, rebuilt, or torn down.

## **303-03: OBJECTIVES FOR HOUSING**

The objectives of the city in planning for housing within the urbanizing area are as follows:

- 1.00 To provide for safe, decent, and sanitary housing for all people.
- 2.00 To develop different types of affordable housing that will serve the varied lifestyles, income levels, and individual needs of the people of Fowler.

- 3.00 To maintain an open housing market for all persons regardless of race, religion, or ethnic background.
- 4.00 To improve the quality and supply of housing for low-income families and to meet the specialized needs of the elderly.
- 5.00 To encourage the development of energy efficient housing.
- 6.00 To encourage the attenuation of noise in housing located in areas exposed to excessive noise.

#### 303-04: POLICIES FOR HOUSING

The following are the policies of the city for housing:

- 1.00 The city will work with the Chamber of Commerce and local realtors to encourage new housing development within Fowler. The assistance the city will provide will be to:
  - 1.01 Designate on the general plan maps adequate amounts of land at appropriate locations for different densities and types of housing.
  - 1.02 Utilize the planned unit concept to provide incentives for housing development by permitting housing to be developed at higher densities than are normally allowed in a particular residential land use classification when innovation and excellence are shown in the design of a project.
  - 1.03 Provide information to responsible housing developers on the city's interest in new housing, the availability of residential land, and the incentives available for housing development.
- 2.00 The city will encourage the development of low cost and public housing at appropriate locations throughout the city.
- 3.00 The city will maintain a program to conserve existing dwelling units; rehabilitate, whenever possible, deteriorating stock; and eliminate dangerous, fire hazardous, and structurally unsafe housing units that cannot be repaired or rehabilitated through code enforcement.
- 4.00 The city will encourage local and regional educational institutions to develop adult education home maintenance and repair courses.
- 5.00 The city, working with Fresno County, will assist residents who are being displaced by code enforcement action to find suitable replacement housing.

- 6.00 The city will encourage the enforcement of fair housing laws within the city by the Fair Employment Protection Division of the State of California.
- 7.00 The city will require that all new housing meet minimum state code requirements for energy conservation and noise attenuation.

## 304-01: INTRODUCTION

1.00 Purpose and Scope

This Environmental Resources Management Element (ERME) represents the integration of six mandated general plan elements, conservation, open space, scenic highways, seismic safety, safety and noise, and one optional element, recreation, into one comprehensive element. The ERME establishes objectives, definition and standards, and policies for the conservation and utilization of natural and man made resources within the planning area and for the protection of the community from natural and man made hazards.

The major attention in this ERME is directed toward the conservation and utilization of the two valuable open space resources within the planning area, agricultural land, which comprises 80 percent of all land within the planning area and is a recognized national resource because of its fertility, and recreation land, which is the major open space land within the urban area. Attention is also given to the conservation of air and street tree resources within the planning area.

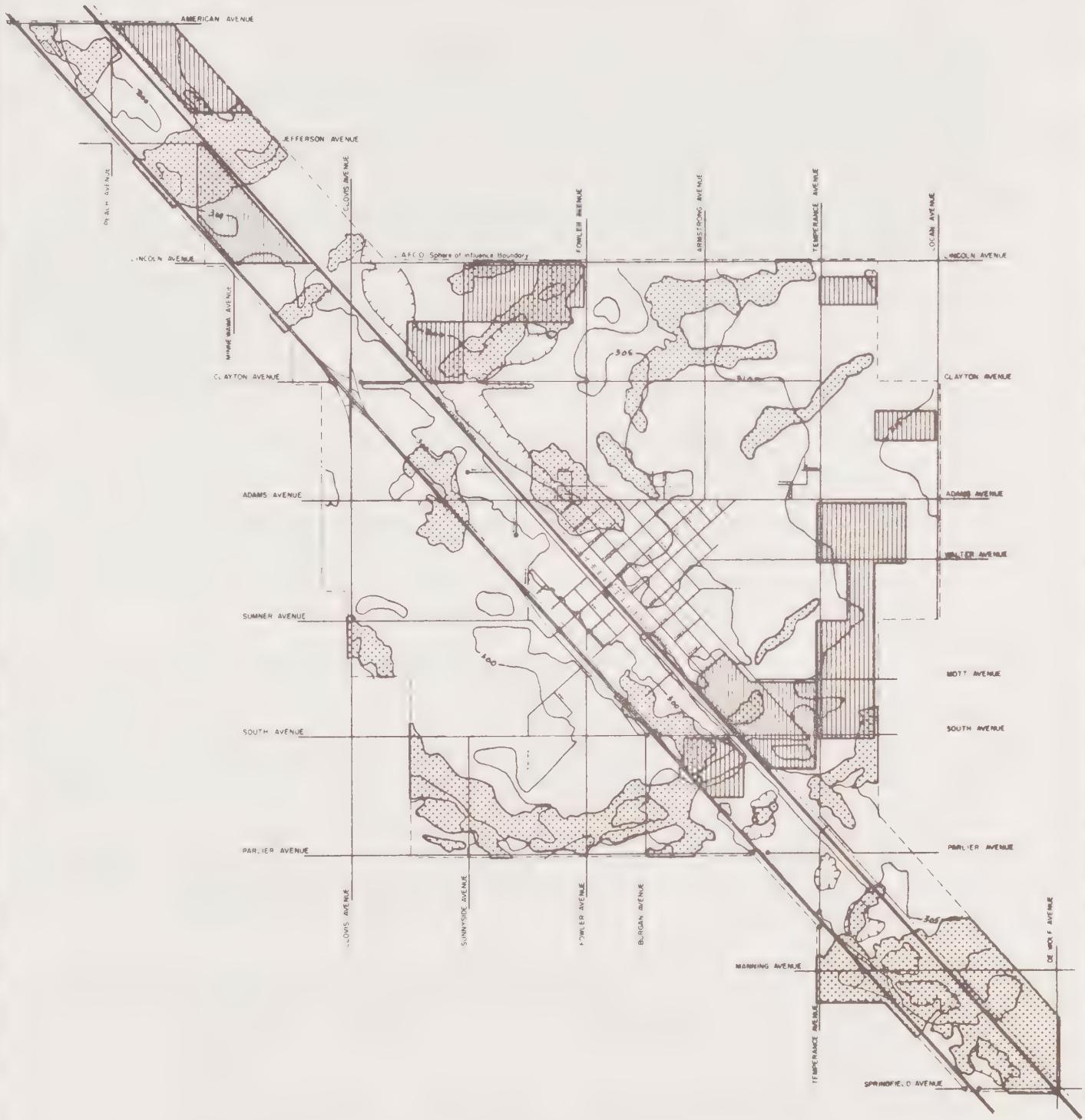
The purposes for the seismic safety, safety and noise sections of the ERME are to establish objectives, standards and policies aimed at reducing the loss of life, injuries, damage to property and economic and social dislocation resulting from potential natural and man made hazards that exist within and/or may affect the planning area. These potential hazards may include earthquakes, fires, and excessive noise levels. Background information on planning for seismic and geologic conditions within the planning area was obtained from the Five County Seismic Safety Element, reprinted by the COFCG in 1974, and for noise from Regional Noise Element, published by COFCG in 1975.

There are no scenic highways within the planning area; however, this element does address the scenic enhancement of the major access road into the city, Merced Avenue.

2.00 Existing Conditions

2.01 Agricultural Open Space Land: Approximately 3,900 acres or 80 percent of the land within the planning area is developed in agricultural uses or is fallow. Approximately 17 percent of the agricultural land has been placed under Land Conservation Act Contracts. (see Exhibit 8.)

2.02 Prime Agricultural Land: Approximately 85 percent of the agricultural land within the planning area is comprised of prime, class I and II agricultural soils, including most of the land located on the fringe of existing urban development. (see Exhibit 8.)



## SOILS AND LANDFORM MAP

### EXHIBIT-8

CALIFORNIA LAND CONSERVATION ACT  
CONTRACT LAND

#### SOILS CLASSIFICATION

PRIME (CLASS I & II)

OTHER (CLASS III & IV)

#### LANDFORMS

2.02 Prime Agricultural Land: Approximately 85 percent of the agricultural land within the planning area is comprised of prime, class I and II agricultural soils, including most of the land located on the fringe of existing urban development. (See Exhibit 8.)

2.03 Recreational Open Space Land: There are approximately 60.5 acres of existing public recreational open space land within the planning area. Of this total, 58 acres are distributed among Fowler High, Marshall & Freemont schools; the Fowler City Park comprises the remaining 2.5 acres. One additional public park of 5 acres is planned for development along the east side of Freeway 99, west of Stanford Street. All of the school grounds have facilities for active sports such as football and baseball. The high school has an excellent tennis court, gym and swimming pool. The two elementary schools have playground furniture for small children. The city park is suitable for organized outdoor meetings, public performances, and barbeques. Landscaping is minimal in all recreational areas except for the city park which is extensively landscaped.

The available amount of recreational land and types of recreational facilities are generally adequate to serve the existing population of the city, with the exception that all of the existing land is clustered in the central part of the city and is not conveniently accessible to residents living west of Golden State Boulevard.

2.04 Vegetation and Wildlife Resources: There is little natural vegetation remaining in the planning area. Most of the land is either urbanized or intensively cultivated. Wildlife in the planning area is generally limited to small animals, cotton tail and jack rabbits, field mice and ground squirrels, and birds, including doves, quail, ringneck pheasant, and songbirds. There are no recognizable critical wildlife habitats or migratory paths of wildlife in the area. None of the wildlife or vegetation that normally inhabit the planning area are considered rare or endangered.

2.05 Archaeological Resources: There are no known active or potential archaeological sites within the planning area.

2.06 Air Quality Conditions: Air quality conditions within the planning area are largely determined by meteorological and air quality characteristics of the encompassing San Joaquin Valley air basin. The air pollutants that exceed federal and state standards within the Fresno County portion of the San Joaquin Valley Air Basin are oxidants and particulates. Fresno County has been designated an Air Quality Maintenance Area

for the aforementioned constituents by the Federal Environmental Protection Agency. Oxidants or photochemical oxidants describe a class of pollutants which, in the case of the Fresno County, are primarily formed by the chemical reaction of emissions produced by automobiles. Particulates describe pollutants that exist in the form of solid matter or liquid droplets in the atmosphere and can include dust, smoke, fumes, mists and sprays. Agriculture and industry are the primary sources of particulates in Fresno County.

**2.07 Noise Conditions:** Noise contours and noise sensitive uses within the urbanizing area are illustrated on Exhibit 9. The primary noise generators are vehicular traffic on Freeway 99 and train traffic on the Southern Pacific Railroad. The uses most adversely affected by these noise sources are the residential areas on the east side of 7th Street. Additional noise generators include the agricultural packing operations located near the transportation corridor. The noise generated by these uses is seasonal and the effect of the noise is localized to surrounding uses.

## **304-02: ENVIRONMENTAL RESOURCES DEFINITIONS AND STANDARDS**

### **1.00 Conservation**

Means the planned management, preservation and wise utilization of natural resources.

### **2.00 Open Space**

Means any parcel or area of land which is essentially unimproved and devoted to an open space use. Within the planning area, open space land uses are limited to agricultural land and recreation land.

### **3.00 Agricultural Land**

**3.01 Agriculture** means land designated for production of crops and livestock.

**3.02 Prime Agricultural Land** means, in accordance with the California Land Conservation Act of 1965, land composed of Class I and II soils.

### **4.00 Recreation Land**

Recreation land means any open space land which is actively used for recreational purposes and is open to the public for such purposes with or without charge. City parks and school grounds are the two types of recreational open space land within the urbanizing area. Standards for recreation land within the urbanizing area are as follows:

# FOWLER GENERAL PLAN

## URBANIZING AREA

### NOISE CONTOURS MAP

- Highway Noise Contour
- Railroad Noise Contour
- Point Source Noise Contour

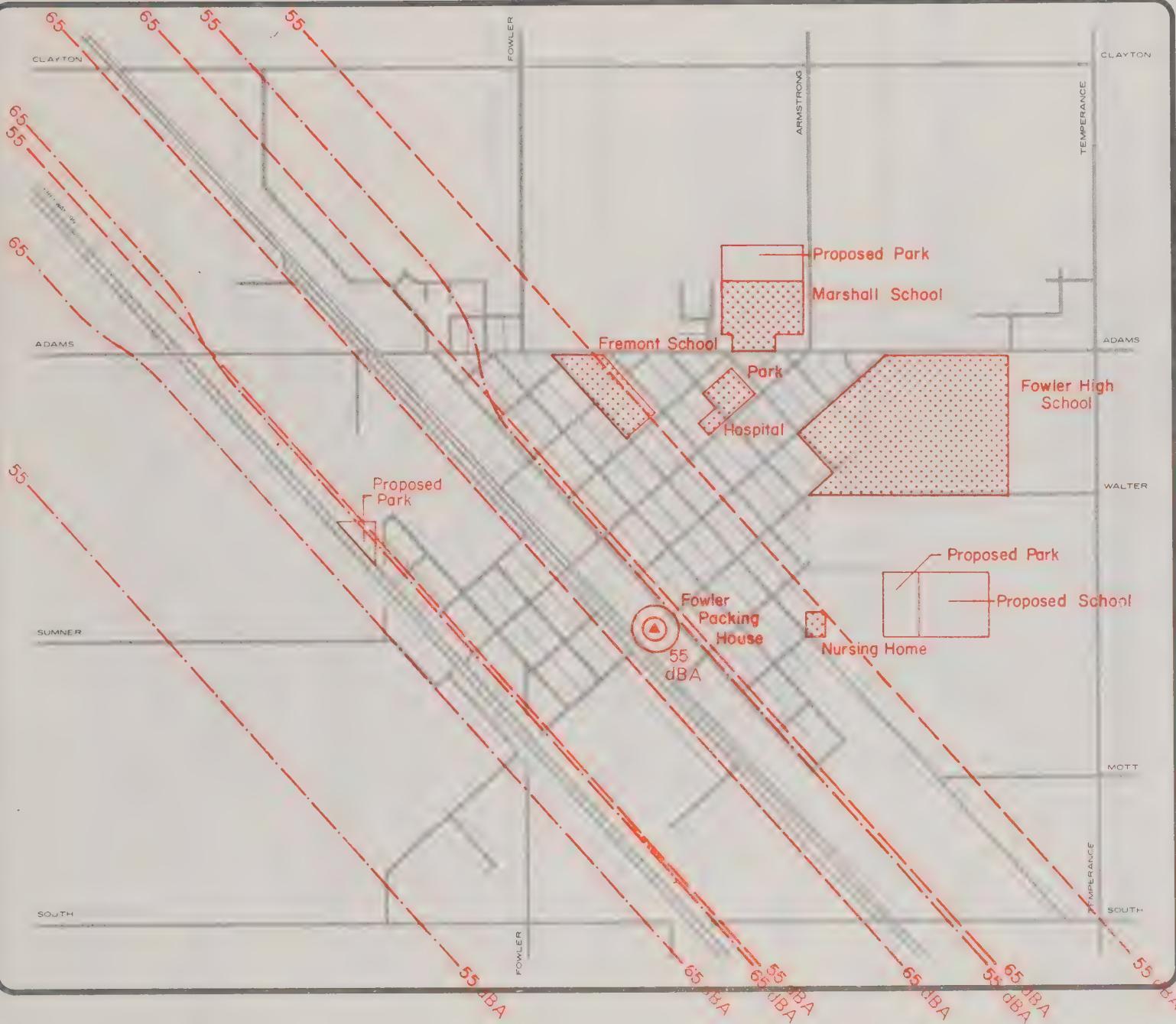


EXHIBIT-9

NORTH

2000

- 4.01 Thirteen acres of developed public recreation land should be provided for every 1,000 persons.
- 4.02 Developed public recreation land should be within walking distance of potential users. For purposes of this general plan, an optimum walking distance for parks is defined as one-half mile.
- 4.03 Community parks, providing a full range of passive and intensive recreational facilities, should be from 10 to 20 acres in size.
- 4.04 Neighborhood parks developed in conjunction with school sites should be from 5 to 10 acres in size.

## 5.00 Noise

- 5.01 Noise means unwanted sound, sound which lacks musical quality; sound which conveys no useful information to the listener.
- 5.02 Ambient Noise means the all encompassing sound associated with a particular environment.
- 5.03 Day-Night Average Sound Level (Ldn) is a measure of the cumulative noise exposure in the community, with greater weight applied to night time periods. Day is defined as 7:00 a.m. to 10:00 p.m., and this period has a weighting factor of one; while night is from 10:00 p.m. to 7:00 a.m., and has a weighting factor of ten.
- 5.04 Noise Impact Zone means an area subject to an Ldn greater than 60 dBA.
- 5.05 Noise Sensitive Receivers means land uses that require lower ambient noise levels such as schools, parks, hospitals, and convalescent homes.

## 304-03: OBJECTIVES FOR RESOURCE MANAGEMENT

The objectives of the city in planning for the conservation and management of environmental resources are as follows:

- 1.00 To conserve agricultural land free from premature or unnecessary urban development and to provide for its management under principles of sustained yield.
- 2.00 To provide adequate recreational lands and facilities within walking distance of and suited for the needs of all residents within the city.

- 3.00 To conserve air and water resources within the planning area.
- 4.00 To protect the community from excessive levels of noise.
- 5.00 To conserve street trees within the urban area.
- 6.00 To reduce the potential impacts upon the community of earthquakes and other natural or man made environmental hazards.

#### 304-04: POLICIES FOR RESOURCE MANAGEMENT

- 1.00 Policies for the Conservation and Management of Agricultural Land
  - 1.01 The city will maintain an exclusive agricultural zone district on all land within its corporate limits that is designated on the general plan maps for permanent agricultural use.
    - A. The operational characteristics of uses permitted within the exclusive agricultural zone will be such that they will not adversely affect the use of surrounding land for agricultural purposes or affect the existing or future use of land within the urbanizing area for urban uses.
    - B. Agricultural and livestock processing operations will not be permitted within the exclusive agricultural zone.
    - C. The minimum permitted lot size in the exclusive agricultural zone will be 20 acres, with the following exceptions:
      - 1. Existing legal lots of less than 20 acres under separate ownership at the time of zone adoption may be permitted.
      - 2. One lot of less than 20 acres will be permitted when required for financing construction of a residence to be owned and occupied by the owner of the adjacent property. In no case may such a lot be less than 100,000 square feet in area.
  - 1.02 The Urban Growth Management policies set forth in Section 301-04: 3.00 of the Land Use Element will be utilized to preserve agricultural land located within the urbanizing area that is designated for future urban use from premature or unnecessary development.
  - 1.03 The County of Fresno has primary responsibility for the preservation and management of unincorporated agricultural land within the planning area. The city encourages the county to:
    - A. Maintain an exclusive agricultural zone district on all productive or potentially productive agricultural land within the planning

area. The operational characteristics of uses permitted within the exclusive agricultural zone should be such that they will not adversely affect the use of surrounding land for agricultural purposes or land within the urbanizing area for urban purposes.

- B. Prohibit the development of agricultural service centers on unincorporated land within the planning area. There is adequate land available at appropriate locations within the urbanizing area to accommodate any agricultural service center uses required within the planning area.
- C. Maintain a minimum permitted lot size for agricultural land which assures that the land can be used for agricultural purposes.
- D. Maintain an agricultural preserve pursuant to the provisions of the California Land Conservation Act and agree to enter into California Land Conservation Act Contracts on any parcels devoted to agricultural or open space uses.
- E. Submit all environmental documents and related applications for development of agricultural and non-agricultural uses within the planning area to the city for review and comment.

## 2.00 Policies for the Development and Management of Recreation Land

It will be the policy of the city to:

- 2.01 Assess and provide for the recreational needs of all socio-economic groups within the city in accordance with the availability of financial and other resources for these purposes and the standards specified in Section 304-02: 4.00.
- 2.02 Pursue available state and federal funds for park improvement and recreational programs.
- 2.03 Require the dedication of land or the payment of fees in lieu thereof as a condition for approval of subdivisions of land. Funds collected shall be expended for the purposes of purchasing and/or developing land for recreational facilities to serve the subdivision. The amount of land or fee shall be commensurate with the demand for recreational land and facilities generated by the subdivision.
- 2.04 Coordinate with the school district in developing recreational land and programs.

- 2.05 Develop new parks or recreational facilities at locations that complement existing and planned population centers and, where possible, complement existing school recreational facilities. The intentions of this policy are to locate park and recreational facilities within walking distance of potential users, to avoid duplication of facilities, and to reduce the need to consume agricultural land for recreational purposes. Two potential general park site locations are shown on the general plan maps. One is located on the north side of Marshall School and the second is located south of the high school. Both park sites would be developed in response to substantial new residential development in their vicinity when adequate funds are available. The two sites should include passive recreational facilities and extensive shaded areas that are not available at the adjoining schools. The facilities may include, for example, tot lots, picnic areas, and adventure yards.
- 2.06 Develop the city ponding basin site located along Freeway 99 with minimal recreational facilities, including but not limited to fencing and turf. This location is not central to existing or planned future population centers.

### 3.00 Policies for the Conservation of Air Quality

In order to contribute to the conservation of air quality within the San Joaquin Valley air basin and to protect the community from potential nuisances and hazards resulting from air pollution, the city will:

- 3.01 Support the enforcement of the rules and regulations of the Fresno County Air Pollution Control District within the planning area.
- 3.02 Support the Fresno County Air Quality Maintenance Planning effort.
- 3.03 Locate residential, shopping and work areas in reasonable proximity to each other in order to reduce the distances residents must travel by automobile to conduct these activities.
- 3.04 Encourage residents to walk or ride bicycles as means of intra-city transportation by providing a safe and efficient system of bike and pedestrian paths.
- 3.05 Not permit industrial or commercial uses which emit pollutants or odors that would be detrimental or offensive to the population of the city or to surrounding cities to locate within the city.

#### 4.00 Policies for the Conservation of Urban Street Trees

Street trees are the major vegetative resource over which the city has direct control. These trees have several significant beneficial impacts upon the urban environment: they provide shade to cool the environment, they attenuate noise and clean the air, and they contribute to an aesthetically pleasant living environment. The following are the city's policies for the conservation of street trees. The city will:

- 4.01 Consider street trees as a valuable resource worthy of conservation.
- 4.02 Maintain a street tree conservation program, the intent of which will be to specify those trees which are suitable for use as street trees within the city and to establish means of conserving these and existing trees.
- 4.03 Require the planting of street trees in accordance with the street tree conservation program with all new development and remodeling of existing urban development within the city.

#### 5.00 Policies for the Visual Enhancement of the Merced Street Entry Corridor

The first impression one receives of a city is often formed by the visual characteristics of the main entry street into the city. Within Fowler, this entry street is the section of Merced Street between Sumner Avenue and 7th Street. In order to establish and maintain Merced Street as an attractive entry to Fowler, the city will:

- 5.01 Encourage property owners and businesses along the corridor to enhance and maintain the appearance of their properties and improvements in an attractive manner.
- 5.02 Use the Policies for Physical Enhancement of the Urbanized Area and the Policies for Conservation of Street Trees of this general plan (Sections 301-04: 2.00 and 304-04: 5.00, respectively) and all other appropriate available city resources to enhance the appearance of the corridor.

#### 6.00 Policies for the Control of Noise

It will be the policy of the city to:

- 6.01 Adopt and enforce a noise ordinance which defines maximum allowable noise levels within residential, commercial and industrial areas and provides adequate means of enforcing these levels.
- 6.02 In order to maintain an acceptable noise environment, the following maximum acceptable noise levels will be used as

guidelines for various land use classifications.

	Daily Ldn	
	Exterior	Interior
Urban Residential		
& Noise Sensitive Receivers	60 dBA	45 dBA
Urban Commercial	---	---
Urban Industrial	---	---

6.03 Within noise impact zones (areas subject to an Ldn greater than 60 dBA) the city will evaluate the noise impact on development proposals. Mitigating measures, including but not limited to the following, may be required:

- A. Setbacks, berms, and barriers
- B. Acoustical design of structures.
- C. Location of structures on the property.

6.04 The design of all proposed development shall incorporate elements necessary to minimize adverse noise impacts on surrounding land uses and mitigate impacts existing noise levels might have upon proposed development.

## 7.00 Policies for Seismic Safety and Safety

It will be the policy of the city to:

- 7.01 Prepare and maintain a master emergency plan to coordinate city actions in the event of a major natural or man made disaster. The master plan will contain:
  - A. Alternative means for providing essential public services.
  - B. A mechanism for obtaining volunteer manpower assistance.
  - C. Mutual aid agreements with surrounding medical, police, and fire service providers.
- 7.02 Require that all new facilities designated as critical facilities meet the Uniform Building Code design force of UBC Zone II x 2. All other structures will be designed to meet UBC Zone II design force.
- 7.03 Require as a condition for approval of all new construction that adequate fire protection facilities, including water supply, are available for fire protection purposes.

- 7.04 Maintain a current storm water drainage plan and seek methods to finance construction of improvements to the drainage system. These methods may include the establishment of drainage fees as a condition of approval of entitlements for land development.
- 7.05 Require as a condition of approval of entitlements for land development efficient, environmentally sound systems for collecting and disposing of storm water runoff. These systems may include on-site disposal or recharge basins.

## 305-01: INTRODUCTION

1.00 Purpose and Scope

This Public Facilities Element establishes objectives and policies for the optimal provision of public facilities and services within the urbanizing area. Public facilities and services within the Fowler urbanizing area include educational facilities, fire and police protection, water supply and distribution, liquid waste collection and treatment, and city hall facilities. Parks, storm drainage and flood control are discussed in the Environmental Resources Management Element. Telephone service, energy utilities, and solid waste disposal service within the urbanizing area are privately owned and operated and are not discussed in this element.

2.00 Existing Conditions

2.01 Educational Facilities: Educational facilities in Fowler are provided by the Fowler Unified School District. The school district serves Malaga and the area north of Fowler. There are three schools in Fowler, 2 elementary schools, Marshall and Fremont, and 1 high school, Fowler High. The total enrollment at the three schools in 1975 was 1255 students. Since 1970, the student enrollment at Fowler schools has declined an average of 5% per year, but appears to have leveled off in 1975.

2.02 Fire Protection: The City of Fowler has an 11-member volunteer fire department with two pumper trucks housed in a fire house adjacent to the city hall. Requests for assistance are relayed to the fire department via a 24-hour phone line and the volunteer fire staff is assembled through two sirens: one at the fire station and the other at Adams and 5th Streets.

The city has a mutual aid agreement with Mid-Valley Fire District, which serves the unincorporated part of the planning area. The closest Mid-Valley station to Fowler is located near Golden State and Manning avenues, 2 miles south of Fowler. That station has 1 pumper truck and a staff of 3 men.

2.03 Police Protection: Police protection in Fowler is provided by the city. The police department is located in the city hall and has a full-time staff of 6 (including the police chief) and 6 reserve part-time staff. Equipment includes 3 patrol cars and 1 reserve vehicle. The police department operates 2 patrol units on a 24-hour basis in 3 eight-hour shifts.

The city has a mutual aid agreement with the Fresno County Sheriff's Department, the agency responsible for police protection in the unincorporated portions of the planning area.

Fowler has no detention facilities and prisoners are taken to the Fresno County Jail in Fresno.

2.04 Water Distribution: Domestic water supply and distribution is provided by the city of Fowler. Water is obtained from four open-bottom wells with depths ranging from 186 to 225 feet. The pumping levels of the wells vary from 43 to 50 feet below the ground surface. Average water consumption in 1975 was 500,000 gallons per day. The water is of good quality and no treatment is required.

The distribution system suffers from excessive pressure losses due to inadequate size and poor conditions of the mains. The fluctuations in water pressure combined with the low pressure of existing hydrants and the inadequate spacings of hydrants has given Fowler a low fire grade classification.

2.05 Liquid Waste: The SKF Sanitation District owns and operates the liquid waste collection and treatment system serving Fowler. Liquid waste is transported by the existing collection system within the city to a 24" regional trunk line which parallels Golden State Boulevard and extends south to an advanced secondary treatment plant near Kingsburg. The former Fowler liquid waste treatment plant, now owned and operated by SKF, is used as a lift station to pump waste collected in southwest Fowler into the regional main.

2.06 City Hall: The Fowler City Hall, located on 6th Street between Main and Merced streets, houses the city hall staff and the police and the fire departments (with fire fighting equipment located in an attached garage). The city hall has a total of 5,544 square feet of floor space, of which 2,272 square feet is devoted to the second floor living quarters. On the first floor, 1,386 square feet is used for city administrative offices, with the remainder used for fire equipment storage.

### 3.00 Assumptions Concerning Future Public Facilities

3.01 Educational Facilities: Table 5 illustrates the capacity of the Fowler schools and the projected enrollment based on the 1995 population projection. A second enrollment projection is based on the population that can be accommodated in the residential land provided in the long range land use map.

TABLE 5  
SCHOOL ENROLLMENT PROJECTIONS (a)

<u>Capacity</u>	<u>1995 Projection (b)</u>	<u>Full Development Projection (c)</u>
K-8      900	920	2,126
9-12    850	680	1,528

(a) The school enrollment projections assume the ratio of students to the total population will remain constant in the future as it was in 1975.

(b) 1995 population projection is 2,850 persons.

(c) Population that can be accommodated on land provided in long range plan is 6,645 persons.

3.02 Fire Protection: The existing volunteer fire department in Fowler has proven to be adequate for the city in the past and the projected population of 2,800 by the year 1995 would not add appreciably to the burden of the volunteer operation. On the other hand, assuming a population of 6,645 that can be accommodated on the long range general plan map, the volunteer system may prove to be inadequate. A city of this size may require a full-time staff augmented by volunteers.

3.03 Police Protection: Assuming the crime rate remains relatively constant, the existing permanent police staff should be adequate through 1995 with a projected population of 2,800. The police staff would probably have to be doubled if the population capability of the long range general plan map is achieved.

3.04 Water Distribution: There will be an adequate supply of good quality groundwater to serve the potential population of the urbanizing area. The water distribution system, however, will need to be expanded in order to adequately serve urban expansion and population growth in all areas within the city.

3.05 Liquid Waste: The SKF Sanitation District sewer system will be able to handle wastewater generated by industrial uses within the urbanizing area that conforms to the requirements of the district and by the potential population of the urbanizing area. Expansion of the liquid waste collection system will be required as urban growth occurs within the city.

3.06 City Hall: The need for a new city hall will grow as the city's population increases and the demand for city services increases. The city has designated a parcel located on the northwest corner of 5th and Main Streets for a new city hall.

## 305-02: PUBLIC FACILITIES DEFINITIONS AND STANDARDS

The following are standards for the school facilities in the urbanizing area.

### 1.00 Elementary Schools

Elementary schools should be between 10-15 acres in size to accommodate a maximum enrollment of 600 pupils. Attendance area radius should be between 3/4 to 1 mile.

### 2.00 Intermediate Schools

Intermediate schools should be between 30-35 acres in size to accommodate a maximum enrollment of 1,200 pupils. Attendance area radius should be 1 mile.

### 3.00 High Schools

High schools should be between 55-60 acres to accommodate a maximum enrollment of 2,200 pupils. Attendance area radius should be 2 miles.

## 305-03: OBJECTIVES FOR PUBLIC FACILITIES

The objectives of the city in planning for public facilities are as follows:

- 1.00 To coordinate with the Fowler Unified School District to provide adequate educational facilities to meet new population growth in a manner that maintains high educational standards.
- 2.00 To provide efficient fire and police protection to all areas of the city.
- 3.00 To provide a safe and adequate water supply for domestic, industrial, and fire fighting purposes within the city.
- 4.00 To coordinate with the SKF Sanitation District in providing an adequate liquid waste collection and treatment system for the city.
- 5.00 To provide facilities to house city administrative and operational functions in a safe and efficient manner.

## 305-04: POLICIES FOR PUBLIC FACILITIES

### 1.00 Policies for Educational Facilities

- 1.01 The city encourages the school district to provide adequate and appropriately located educational facilities and services within the urbanizing area.

A. A new elementary school may be required to serve the residential areas proposed in this general plan east of the

existing city limits. A generalized location for a new school is shown on the long range land use map south of Fowler High School.

B. The existing Marshall School may need expansion to serve the residential areas proposed in this general plan north of Adams Avenue. This expansion can be accommodated on school district owned land located at the northwest corner of Adams and Fowler Avenues.

1.02 The city may require the dedication of school sites as a condition of approval of subdivision maps.

#### 2.00 Policies for Fire Protection

2.01 The city will maintain an adequate volunteer fire department and will develop a full-time fire department when the need arises and funding is available.

2.02 The city will not annex new areas or approve new development unless fire protection can be adequately provided to the new areas or the development.

#### 3.00 Policies for Police Protection

3.01 The city will maintain an adequate police department staff to protect the citizens of Fowler.

3.02 The city will not annex new areas or approve new development unless police protection can be adequately provided to the new areas or the development.

#### 4.00 Policies for Water Distribution and Liquid Waste Collection

In order to maintain the quality and availability of good quality water for domestic and industrial purposes and to provide for the collection and treatment of liquid wastes, the city will:

4.01 Require utilization of the city water system by all domestic water users within its jurisdiction. The city will not approve any development that cannot be adequately served by the city water system.

4.02 Improve and expand the city water system where necessary as funds are available.

- 4.03 Require the construction or abandonment of wells within the city to conform with adopted Fresno County standards.
- 4.04 Require all uses within the city which discharge wastewater to conform with the requirements of the Fresno County Health Officer, the State Water Quality Control Board, and the SKF Sanitation District, and to connect to the SKF Sanitation District.

#### 5.00 Policy for City Hall Facilities

The city will build a new city hall as soon as funds become available, to adequately handle existing and anticipated city functions. The generalized location of the city hall will be on the northwest corner of Main and 5th streets.

**400 GENERAL PLAN INTERPRETATION,  
ADMINISTRATION & MAPS**



401 INTERPRETATION OF THE INTERMEDIATE AND LONG RANGE GENERAL PLAN MAPS

401-01: GENERAL

The intermediate and long range general plan maps reflect the objectives and policies of this general plan. The long range plan demonstrates the desired future form of urban and rural development within the planning area. The intermediate range plan reflects the transitions and phasing of development that are both appropriate and necessary in order to achieve the desired future urban form in an efficient manner.

Accurate interpretation of the general plan maps requires an understanding of the objectives, definitions and standards, and policies embodied in this plan. The standards and policies, in particular, define the land uses and property development standards that are consistent with the maps as well as criteria for guiding the location, extent and timing of new urban growth within the planning area. The Table of Contents (page i) provides an index to all standards and policies within the plan. The Zoning Consistency Matrix (Table 3, page 21) provides a convenient reference describing the zoning districts that are consistent with each land use classification shown on the maps.

401-02: POLICIES FOR INTERPRETATION OF LAND USE CLASSIFICATION BOUNDARIES

- 1.00 The intent of the general plan is for the boundaries between land use classifications to fall at logical, identifiable locations--i.e., streets, alleys, property lines or other distinguishable natural or man made features. The boundaries for the respective land use classifications will be defined as precise limits when they fall at such locations.
- 2.00 The following guidelines will be used to determine the appropriate land use classification for a parcel when the boundaries between land use classifications shown on the general plan maps do not fall at readily identifiable locations or when the boundaries divide an existing parcel.
  - 2.01 The written policies of the plan shall be consulted for any specific directions they may provide regarding a specific land use classification or location.
  - 2.02 The nearest street, alley, property line or other distinguishable natural or man made feature shall generally be used as a boundary for land use classifications.

3.00 In all urban growth areas except north of Adams Avenue, the limits shown for urban development on the long range general plan map are intended to be precise. Development beyond these limits will require an amendment of the general plan.

The boundary north of Adams Avenue is a general guideline. The Policies for Urban Growth Management (Section 201-04: 3.00) control the actual extent and location of residential growth in this area.

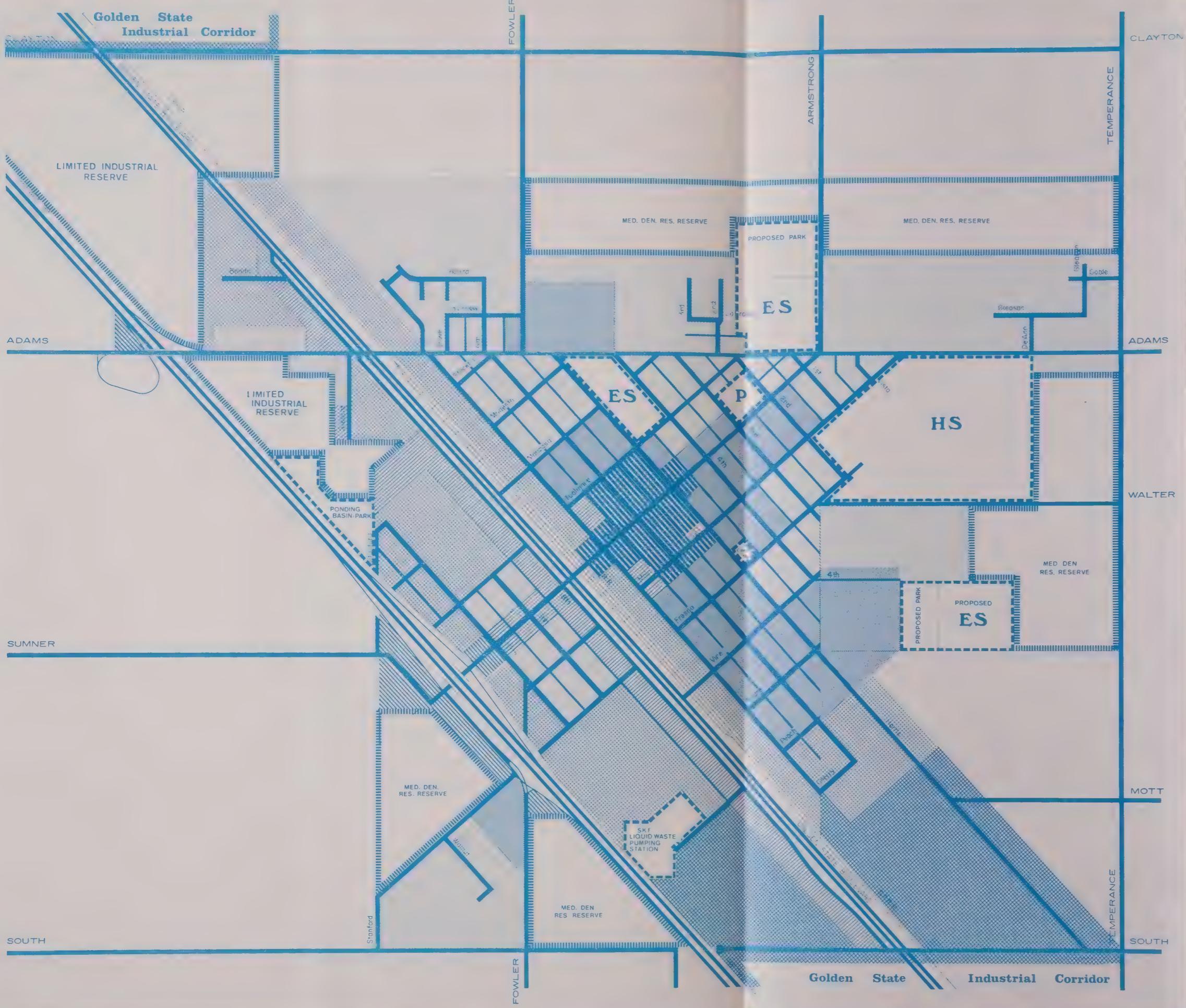
4.00 The boundaries shown for urban growth on the intermediate range plan map reflect the desired phasing of urban growth and not absolute limits for development. The extension of urban growth beyond the intermediate boundaries is controlled by the Policies for Urban Growth Management (Section 301-04: 3.00), and the limits shown on the long range general plan map.

5.00 In cases where there is uncertainty regarding the land use classification of a parcel, the matter shall be referred in writing to the Planning Commission for interpretation. The Planning Commission shall make its interpretation within 45 days. The decision of the Planning Commission is final unless appealed in writing to the City Council within 15 days of the Planning Commission's decision. The appeal may be made by any interested person and shall be considered by the City Council at its next regular meeting. The City Council shall have 40 days to render a decision on the appeal.

## 402 POLICIES FOR ADMINISTRATION OF THE GENERAL PLAN

- 402-01: The city will only accept for processing applications for zone changes, conditional use permits, variances and subdivision maps that are consistent with the objectives and policies of this general plan.
- 402-02: The Planning Commission will hold two regularly scheduled public hearings each calendar year for the purpose of considering amendments to the general plan. Applications for amendments must be submitted to the Secretary of the Planning Commission on a form provided by the city, accompanied by a fee in an amount established by the City Council, at least 45 days prior to the next regularly scheduled general plan amendment hearing.
- 402-03: No hearing for the purpose of bringing zoning into consistency with the general plan will be held within two weeks of the date on which the general plan, or any element thereof, has been recommended for adoption or amendment, or adopted or amended, by the Planning Commission or City Council, when such recommendation, adoption, or amendment is the action from which the inconsistency arises. The two week period specified herein is required under state law.





# FOWLER GENERAL PLAN URBANIZING AREA

## INTERMEDIATE RANGE

Agriculture  
 Commercial Service  
 Highway  
 Central Business

Industrial  
 Limited  
 General  
 Corridor

Public Facilities  
 School  
 Park  
 Other

Residential Density  
 Medium  
 Medium/High

Reserves  
 (interim use-ag)

**NORTH**

0 4 8 12 2000  
1000



# **FOWLER GENERAL PLAN URBANIZING AREA**

# LONG RANGE

## Agriculture

## Residential Density

- Medium
- Medium/High

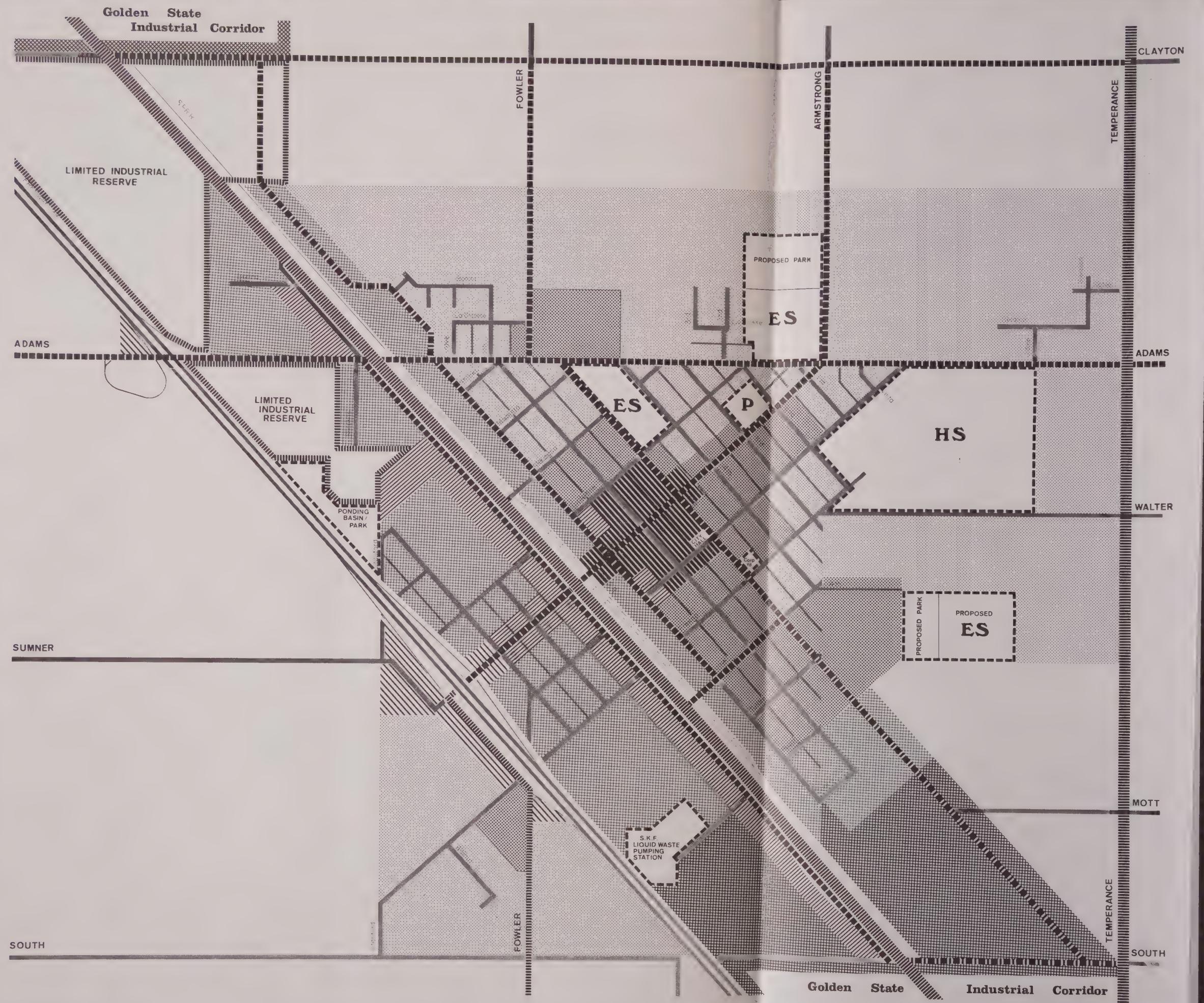
**Commercial  
Central Business  
Service  
Highway**

Industrial  
Limited  
Reserve  
General  
Corridor

## Public Facilities

- School
- Park
- Other

**Circulation**  
**Freeway**  
**Expressway**  
**Arterial**  
**Collector**  
**Industrial Collector**





## AMENDMENTS



GENERAL PLAN AMENDMENT NO. 77-1

(Adopted by the Fowler Planning Commission April 7, 1977, Resolutions No. 134 & 135; Adopted by the Fowler City Council May 3, 1977, Resolution No. 1001.)

Section 301-05: 2.05, C (Urban Land Use Element: Policies for Expansion of Residential Land Use) is amended as follows:

In southwest Fowler, within the area generally bounded by Freeway 99 on the northeast, South Avenue on the south, and the Stanford Avenue alignment on the west. Completion of the existing subdivision and infilling of vacant land to the north and east is encouraged before development of the land east of Fowler Avenue or northwest of Fresno Street. Sewer and water services are available to this area; however, the area is essentially separated from the main part of the city by the Freeway 99-Southern Pacific Railroad transportation corridor, with the consequences of being beyond normal walking distance from the city park and schools with their recreation facilities, and having the least convenient access of any residential area within the city to the central business area. The existing pattern of low and medium density residential development is appropriate in this residential expansion area, with the exception that single story medium high density residential development as permitted by the R-2-A Zone is appropriate for that portion of the area which is located near the intersection of Fowler Avenue and Fresno Street and is specifically designated on the general plan maps for medium high density residential development.

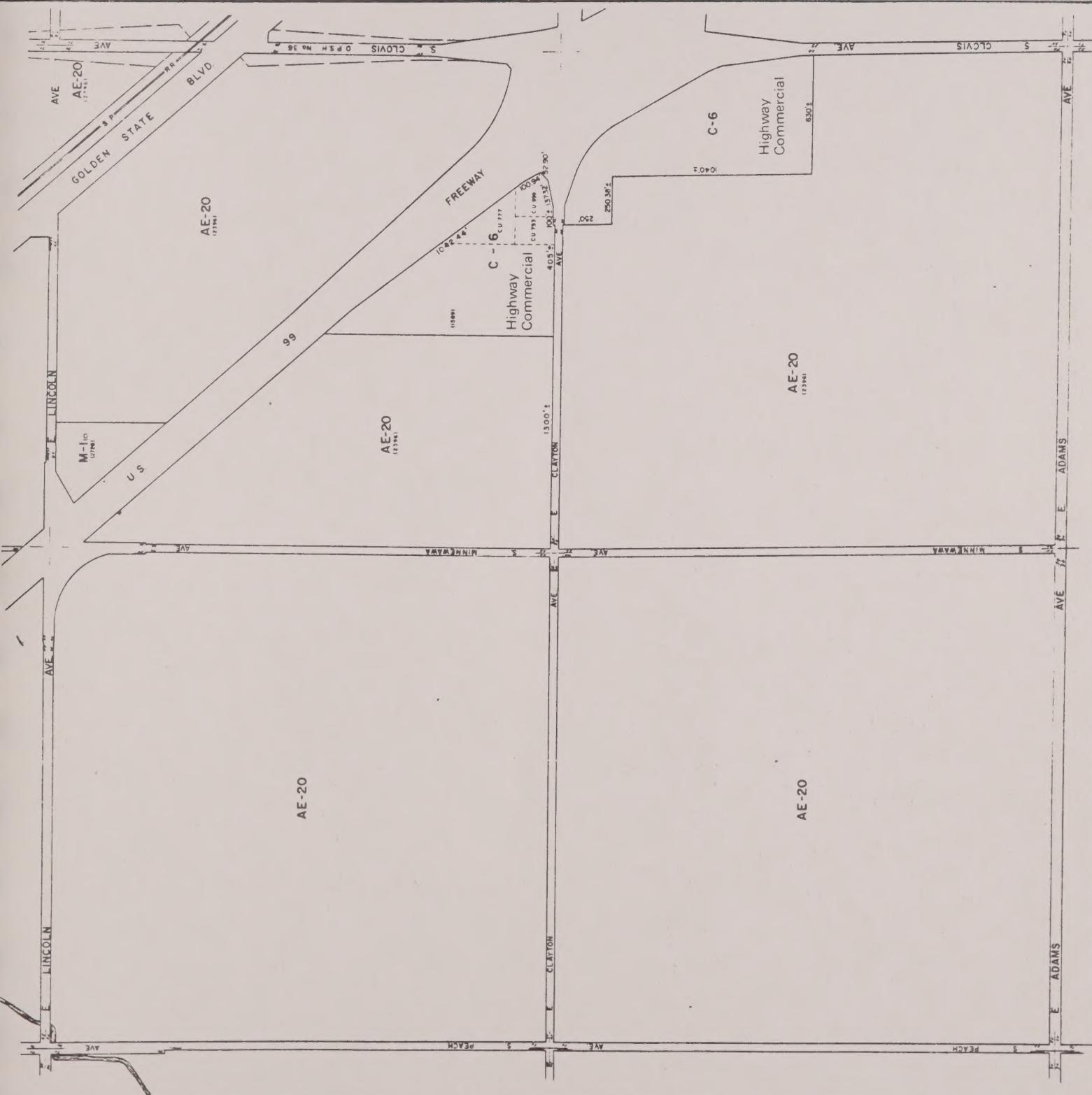
Section 301-06: 2.05 (Urban Land Use Element: Policies for Highway Commercial Uses) is amended as follows:

Commercial uses for highway travelers will be located at the Freeway 99-Merced Street interchange; on appropriately designated areas located west of the freeway, near the Freeway 99-Merced Street interchange, in the vicinity of the southbound off and on ramps and approach roads; and, in the northwest quadrant of the Freeway 99-Adams Avenue interchange. Highway commercial uses will also be located north and south of Clayton Avenue, on the west side of the Freeway 99-Clovis Avenue interchange. (See Exhibit A.)

These commercial uses should not offer the range of retail goods or services that are or should be available within the central business area. Because land designated for highway commercial uses is located at main entrances to the city, property owners are encouraged to develop and maintain the uses in an attractive and functionally efficient manner.



## EXHIBIT A





U.C. BERKELEY LIBRARIES



C124900627

